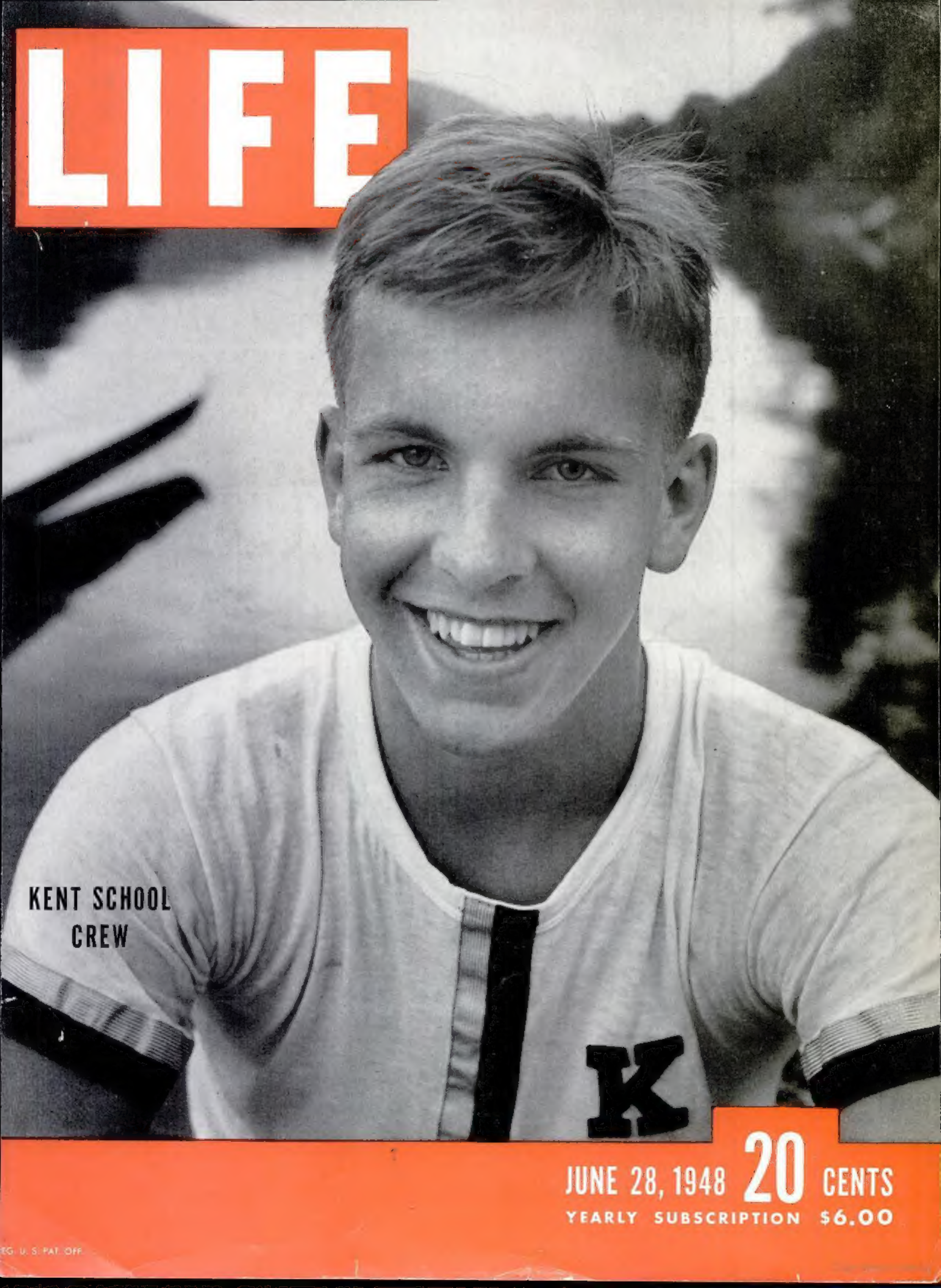


LIFE



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CREW

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HAVE YOU HEARD ABOUT THAT NEW NASH SERVICE?



Boris Chabirgin



★ **IT BEGINS HERE**—a complete 11-acre plant devoted to service research where new service techniques are developed, parts are warehoused, and master mechanics trained.



★ **25 REGIONAL WAREHOUSES** and the Milwaukee Parts Plant speed Nash parts and accessories to every town and to 66 foreign countries as well. Nash service is *world-wide*.



★ **LATEST POSTWAR EQUIPMENT** identifies the Nash dealer. And Departmentalized Service puts a specialist on each and every type of work, from "car-wash" to engine overhaul.



★ **EVERY DEALER** in the big nation-wide Nash organization has met and operates by the highest qualifications in the automobile industry. You're sure of *complete service*.

Here's a fact—

More than THREE TIMES as many motorists are now using Nash service than ever before!

And here's the reason—

Nash has put automobile servicing on a truly *scientific* basis.

The dealer who stands under the Nash Service Sign is pledged to meet the most rigid quality specifications in the automobile business.

The first thing you notice is that his service

department is sparkling clean . . . efficient . . . with the latest equipment.

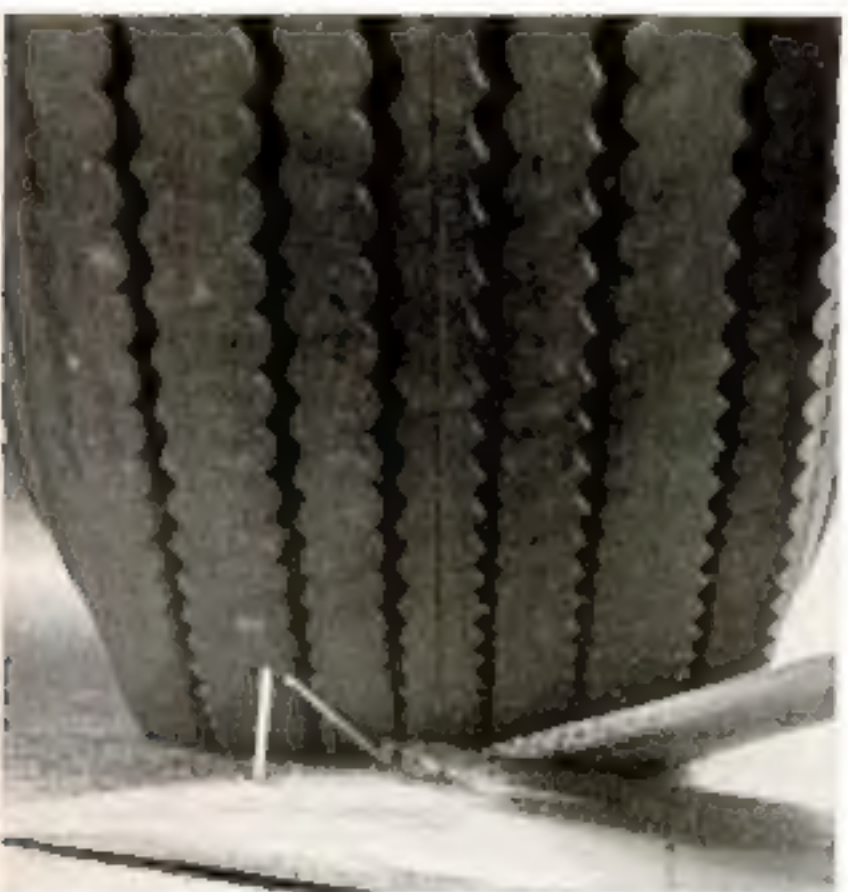
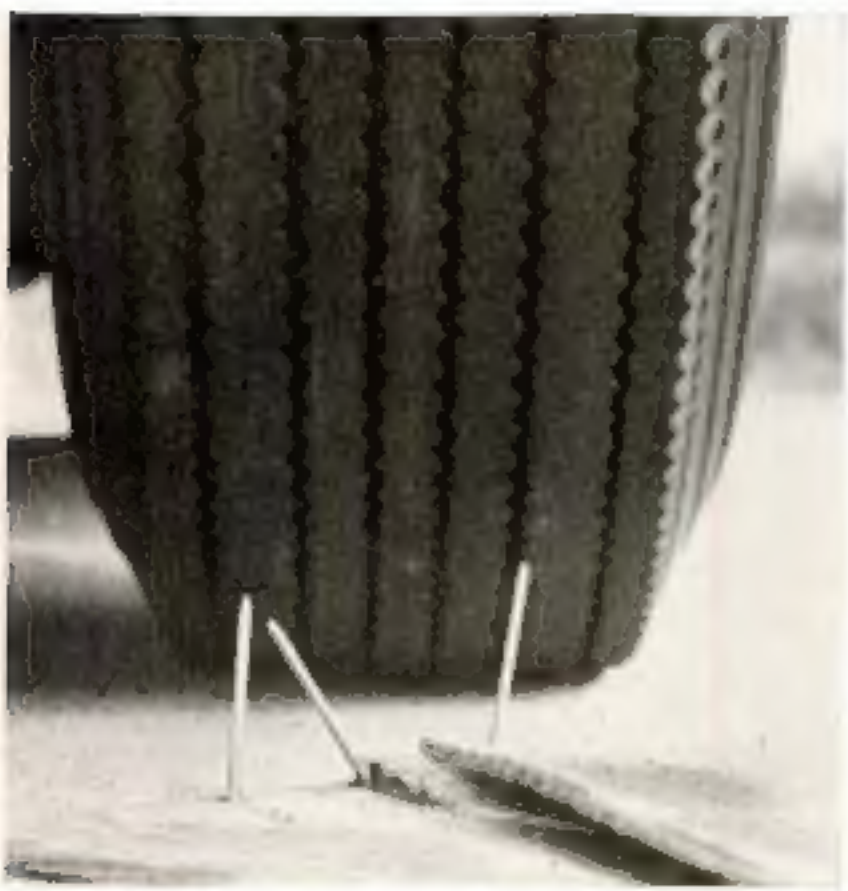
Then you notice that the men who service your automobile wear the badge of Nash Craftsmen. That means they have the "know-how," the specialized training to service any make of car.

Service *can* be scientific. It *can* be courteous. It *can* always be reasonable in cost.

Stop in at the Nash sign—and you'll realize there's a *new kind* of automobile dealer in America!

Nash
GREAT CARS SINCE 1902

Nash Motors Division, Nash-Kelvinator Corporation, Detroit



A puncture-sealing B. F. Goodrich tube for the tire that outwears prewar tires

PUNCTURE? What of it? Your tire won't go flat if you're riding on B. F. Goodrich Seal-o-matic tubes. When a nail, spike or piece of glass sticks into one of these tubes, you roll right along as though nothing had happened.

Here's how Seal-o-matics work: There's a layer of very soft, sealing rubber inside the tube. The instant anything punctures the tube, this special lining surrounds it, seals the hole, keeps air from escaping. You don't even know you've had a puncture. A week or a month later you can pull out the nails or other sharp objects your tire has picked up. The self-sealing lining then fills the

holes and makes permanent repairs. No patches, no expense, no need to take the tire off the wheel!

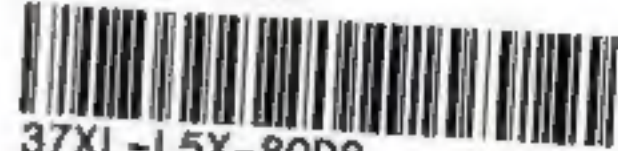
B. F. Goodrich Seal-o-matics usually outlast two or more sets of tires. They not only have this self-sealing feature, but also are made with thicker walls than ordinary tubes. These thicker walls resist chafing and pinching. And because air has less chance to work through the thicker rubber, Seal-o-matics hold air pressure longer—help tires to wear better by keeping them properly inflated.

When you put these tubes into B. F. Goodrich tires, you have the greatest combination on wheels—tubes that give extra safety inside tires that out-

wear prewar tires. Let your B. F. Goodrich dealer show you how little it costs to equip your tires with a set of Seal-o-matics. *The B. F. Goodrich Company, Akron, Ohio.*



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America's Favorite Spark Plug



Wholesome outdoor recreation lures millions of Americans many millions of miles annually in pursuit of the sports they love. They are among the most consistent users of our unparalleled highway system. Expert travelers, they insist on dependable performance from car, outboard or other motorized equipment, and the majority insist on dependable Champion Spark Plugs.

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DEMAND NEW DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to THE CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



"They're coming! The telephone men are coming!"

"They're coming!" shouted a West Virginia mountain boy. "They say we'll have our telephone before the end of the week, and so will Grandma!"

That's happening all over the country. During the past two and a half years, Bell Telephone companies have added about 775,000 telephones in rural areas—built enough new rural pole lines to stretch nearly two and one half times around the world—strung more than 375,000 miles of wire.

In this vast program of rural telephone expansion, West-

ern Electric is playing a vital part: manufacturing telephones, switchboards, wire and cable — supplying poles, crossarms, insulators, power-driven pole hole augers and many other tools the construction crews need to do their jobs quickly and well.

In cities, towns and suburban areas, too, *more and better* telephone service is coming fast. To help the Bell Telephone companies meet *your* needs, Western Electric is today doing the biggest manufacturing and supply job in all its 66 years as a unit of the Bell System.

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of telephone appa-
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Western Electric

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Around the world...or "around the corner"...you can enjoy the same fine Canada Dry beverages... beverages that are superior for quality, purity, taste and satisfying refreshment. Whatever your taste choice... no beverages compare with Canada Dry—at any price!





More radio pleasure for less money-

• Happy holiday—with your Motorola Portable to sing you a love song or bring you laughter and thrills—*wherever* you go! Take it to the beach, in a plane or speeding train—its voice will be rich and full where others often fail. In no other portable can you match the outstanding value of the Motorola Model 48L11 (above.) Big volume and glorious tone are masterfully engineered into a marvelously compact two-tone plastic cabinet. Built-in loop antenna for long reach and added power. Four tubes plus rectifier. Superheterodyne. Tuned RF section. Battery operation. **\$19⁹⁵**

MODEL 58L11—AS ABOVE, BUT AC-DC OR BATTERY OPERATION **\$29⁹⁵**



AMERICA'S FAVORITE PERSONAL PORTABLES

The Motorola PLAYMATE JR.—internationally famous glamour-baby of personal portables. Tiny as a Brownie camera, but with the tone and power of sets many times its size. All metal cabinet with handsome maroon "crackle" finish. Antenna in lid. AC-DC or battery operated. **\$39⁹⁵**

The Motorola 68L11 — new all through and breathtakingly beautiful! All controls in thumb's reach while carrying. Exclusive Dial-in-Handle. Cabinet is rich fabric permanently laminated with clear durable plastic. Outperforms them all! **\$49⁹⁵** AC-DC or battery operation. . .

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PORTABLES

*Prices slightly higher in south and west
Batteries extra on all portables*



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Don't buy a television receiver until you see the new Motorola! Clearer, brighter pictures and wonderful sound. Amazingly simple to operate. Your BEST BUY at only \$179.95 (Aerial and installation additional)

*Look in your Classified Telephone Book for the
name of your nearest Motorola Dealer*

MOTOROLA INC., CHICAGO 51, ILLINOIS

Control? Watch this shot...



drop the ball in the birdie circle



• Step up and hit one yourself... with a new Spalding Iron.

Before you swing, notice one thing—the relation of the ball and the line of the shaft.

See how the Graduated Offset* (a Spalding development) brings the ball in closer to the true hitting line — making it easier to control any shot.

*At your Pro Shop

Now—go ahead and smack one straight to the pin...

Look, what did we tell you!... you're on the green... just a short tap for a birdie...

A. G. SPALDING & BROS., INC.

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A touch of "Genie-ous" . . . little
Aladdin's Lamps in blue and pink
. . . smartly sprinkled on a field of
luxurious white run-proof rayon.
Then, cleverly styled in gowns and
panties that are truly inimitable
intimates you'll enjoy wearing.

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*Every night at midnight
the Norge defrosts itself
Automatically!*



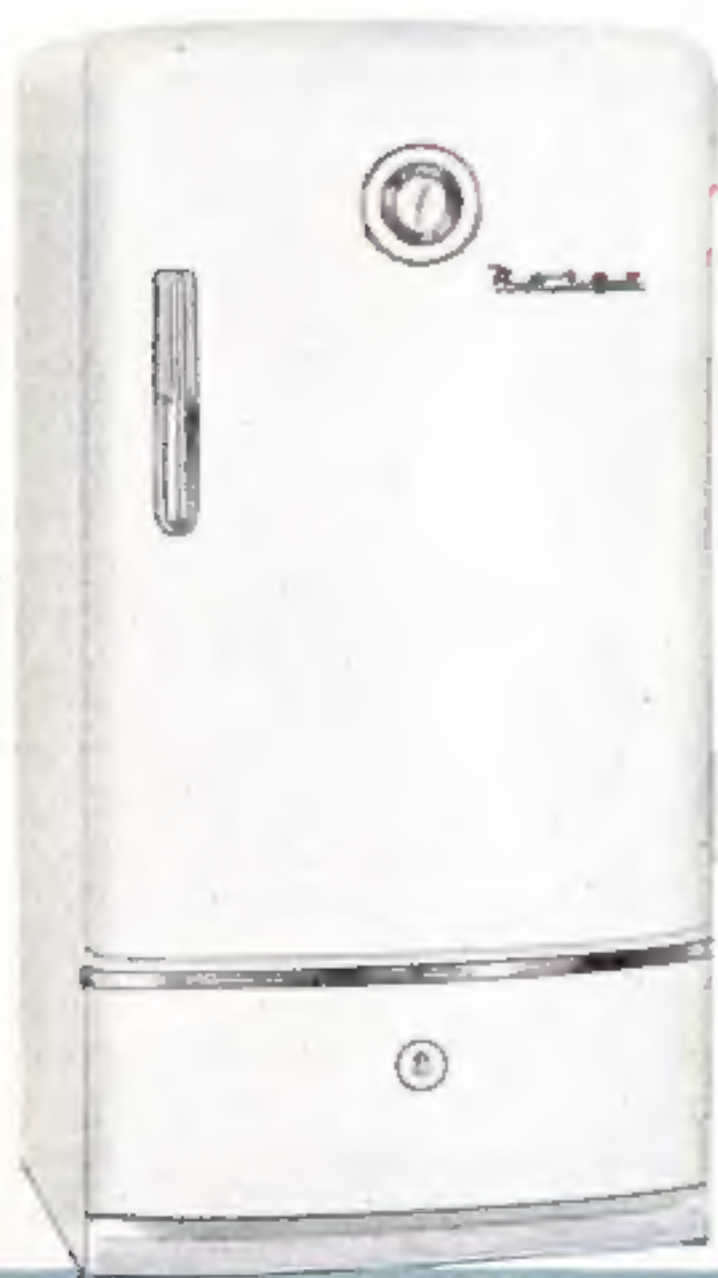
No More Defrosting Chores

with the New

NORGE SELF-D-FROSTER

Enjoy greater freedom—greater convenience, economy and efficiency with a new Norge Self-D-Froster refrigerator! The only refrigerator that defrosts itself! This big eight-cubic-foot refrigerator also offers more easy-to-reach space in all eight food zones . . . a Giant Side Freezer that stores up to 37 pounds of frozen food . . . a sliding Coldpack that holds up to 12 pounds of meat . . . and many other advantages that add to the joy of owning a Norge. "The best dealer in town sells Norge" . . . see your classified telephone directory. Norge Division, Borg-Warner Corp., Detroit 26, Mich. In Canada: Addison Industries, Ltd., Toronto, Ont.

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LETTERS TO THE EDITORS

"NATURE BOY"

Sirs

In your article "Nature Boy" (LIFE, May 10) the man you have captioned as Yoga Tunesmith Eden Ahbez is really a man named George McGrew. He was adopted as a small baby by



GEORGE MCGREW



"NATURE BOY"

a family by the name of McGrew who owned and operated a drugstore in Chanute, Kan. His name before adoption was Aberley. Although born in

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Mail to LIFE, 540 N. Michigan Avenue, Chicago, Ill., or give to your newsdealer.

Which Twin has the Toni?

(see answer below)



One Permanent Cost \$15...the TONI only \$2

Your hair will look naturally curly the very first time you try Toni. For Toni Home Permanent gives you soft, smooth curls. Curls that look lovely in any weather, wherever you are, whatever you do. But before you try Toni, you'll want to know:

Will TONI work on my hair?

Yes, Toni waves any kind of hair that will take a permanent, including gray, dyed, bleached or baby-line hair.

Can I do it myself?

Sure. It's easy as rolling your hair up on curlers. That's why more than a million women a month give themselves Toni Home Permanents. Women with no more skill or training than you have.

Is there a "frizzy-stage" with TONI?

No. Your Toni will be frizz-free right from the start. For Toni Creme Waving Lotion gently coaxes your hair into deep waves and luxurious curls...leaves it soft as silk, with no kinkiness, no dried out brittleness, even on the very first day.

How long will my TONI wave last?

Your Toni wave is guaranteed to last just as long as a \$15 beauty shop permanent—or you get back every cent you paid.

Will TONI give me a loose or tight wave?

With Toni you can have just the amount of curl that suits you best...from a

loose, casual wave to a halo of soft ringlets. All you do is follow the simple directions for timing.

Will TONI save me time?

Toni puts half-a-day back in your life. For you give yourself a Toni wave right at home—and you are free to do whatever you want while the wave is "taking."

How about having a TONI party?

Grand idea! Invite your friends next Saturday afternoon—and have each bring along a Toni kit. While your permanents are "taking" have fun—listen to the radio or enjoy your favorite records.

Which twin has the TONI?

Doris and Dorothy DuVall are TWA air hostesses. Doris, the twin at the left, says, "I gave myself a \$2 Toni and Dorothy had a \$15 beauty shop wave but no one on the plane could tell our permanents apart."



It's so cooling

LUCIEN LE LONG



Solid Cologne

puts a heavenly breeze into every move you make

Here is Lucien Lelong Cologne in a new and delightfully cooling form. It's a solid! And it can neither spill nor leak. Carry Solid Cologne everywhere...glide it over your skin on the spur of any moment for a wonderfully refreshing and fragrant effect.

Seven Lucien Lelong fragrances: Balalaika, Indiscrete, Jabori, SirBeco, Taglio, Tailspin, Whisper.

\$2
plus tax



For Tops in Sports Style

Rely on Reliance

You can't resist the call to golfing, tennis... or just plain leisure... in these great Reliance sport shirts! Washable shrink-controlled rayon, short or long sleeves. Color-fast "fly and reel" and other smart designs in choice of color combinations. Also sport shirts in cotton and cotton-rayon blends, plaids and solids. About \$2.65 to \$5. *Proof again fine quality men's wear need not be expensive!*

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LETTERS TO THE EDITORS

CONTINUED

Brooklyn he grew up in Chanute, Kan., and was graduated from high school there. He was a piano man, composer and dance-band leader in Kansas for several years, then went to the West Coast. The last my friends heard of him he was living in a box on the beach.

Why don't you check the picture of George McGrew in the high-school annual at Chanute, Kan. and see for yourself?

DON CHAPPELL

Kansas City, Mo.

● Life's Kansas correspondent sent in the yearbook picture (p. 9), adding that several Chanute citizens, including two classmates, confirmed Reader Chappell's theory. As for "Nature Boy" himself, "No comment" ED.

ACROBAT GARSON

Sirs:

In your article on Greer Garson as an acrobat (LIFE, June 7) you show the inside of her thigh. I was under the impression that this was not allowed by the censors' code.

HART PETERSON

Newton Center, Mass.

● The Johnston (formerly Hays) Office, which passes on the morality of movies and movie stills, has no jurisdiction over pictures taken by LIFE. Its position on thighs is that they may be exposed by dancers or acrobats in motion as long as they adhere to the principles of good taste.—ED.

EDUCATION

Sirs:

In your editorial entitled "The Educated Man" (LIFE, June 7) you argue very convincingly that we need more college graduates whose training fits them for wise and responsible leadership.

In the same issue of LIFE an article entitled "Class of '48" tells how graduates get jobs with Armstrong Cork at \$275 a month, Wear-Ever Aluminum at more than \$100 a week, Riegel Paper at \$300 a month and so on. Even an "idealist" has to beat off several bankers offering \$3,000 a year. But these people are engineers, scientists, salesmen, linguists and whatnot; every one of them is a specialist of some kind.

On the basis of your figures, pots and pans would appear to be what the U.S. wants most, paper next, then cork, then banks—civilization is not even in the running. Unfortunately your figures are correct. Therefore the great majority of our young men continue to specialize in something that pays off in hard cash, and we get very few leaders.

R. P. ADAMS

Department of English

Rutgers University
New Brunswick, N.J.

Sirs:

... While it is true that the average college student suffers from specialization and compartmentalization of knowledge, it does not follow that the answer to that problem is "directed studies" or "integrating philosophy courses."

In antithesis to the "directed studies," Yale is experimenting with another type of program, "The Scholar of the House." This program allows

You're in the Grove!

WITH THIS FRESH BOTTLED

ORANGEADE

The grove-fresh goodness of Green Spot Orangeade is strictly swell! Terrific with teenagers—yet an all-family favorite. Your dairy delivers it to your home or store. Ask 'em!



Green Spot



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REAL ORANGEADE

Ask your Milkman or Grocer

the secret's in the circle!



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PETER PAN

makes *Merry-Go-Round* bra

Figure problem? For FREE booklet, "Your New Guide to Bustline Beauty," write Dept. L-3, Peter Pan 312 Fifth Avenue, New York 1, N. Y.

CONTINUED ON PAGE 12

FIRE *is the Fifth Horseman!*



His Flaming Torch sowing death and destruction

Fire has joined the Four Horsemen—War, Famine, Pestilence and Death! Throughout America it is a constant menace—every hour, day and night. Its toll is close to 12,000 lives a year—men, women and children burned to death or killed by its deadly gases. It destroys \$700,000,000 annually in homes, factories, stores, warehouses, farms, forests!

You may well ask why so useful a servant

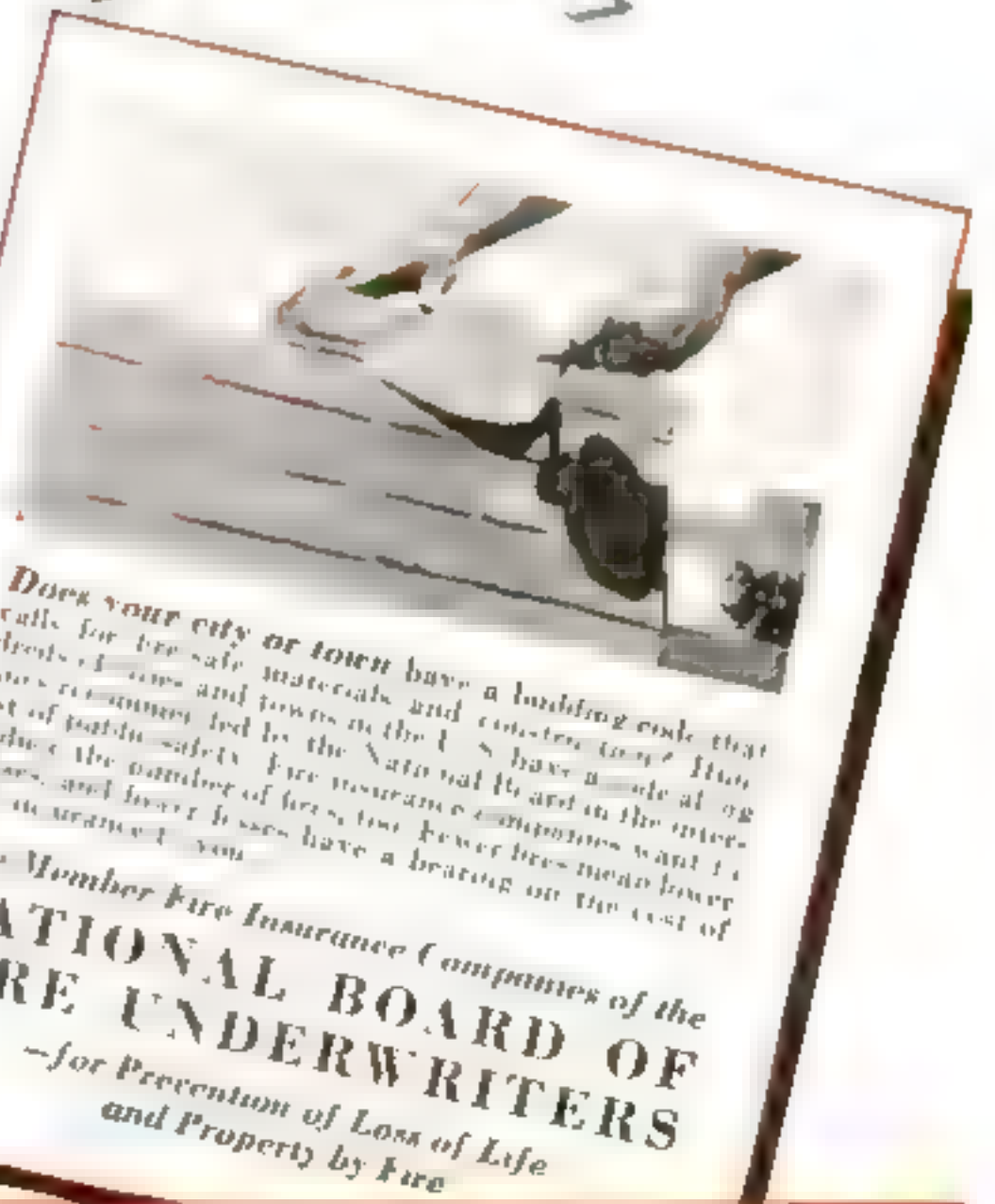
has become such a devouring monster. Here are the answers in 3 of every 4 fires:

- we are careless, forgetful smokers,
- we leave matches within reach of our children,
- we use gasoline, benzine, and naphtha improperly for home cleaning,
- we use faulty electrical appliances and overload circuits,
- we neglect heating plants, stoves, chimneys.

You can protect yourself and your family by taking these fundamental lessons to heart. Follow them and help halt this wanton killer!

*THE FIFTH
HORSEMAN*

**FIRE WILL KILL NEARLY
1000 PEOPLE THIS MONTH!**



Does your city or town have a building code that calls for fire-safe materials and construction? Hundreds of cities and towns in the U. S. have a code of laws recommended by the National Board of Fire Underwriters. Fire insurance companies want to reduce the number of fires, too. Fewer fires mean lower losses, and lower losses have a bearing on the cost of fire insurance to you.

The Member Fire Insurance Companies of the
**NATIONAL BOARD OF
FIRE UNDERWRITERS**
—for Prevention of Loss of Life
and Property by Fire

**FOR YOUR SAFETY'S SAKE
SEND FOR THIS FREE BOOKLET**

National Board of Fire Underwriters E-1
85 John St., New York 7, N. Y.
Please send me a copy of "The Fire Safe Home"—new 20-page booklet showing how to guard my family and home against fire.

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Here's the cream of them all!



NEW FORMULA WITH VIRATOL*, works wonders in the looks of your hair. It looks natural . . . it feels natural . . . and it stays in place.

CONTAINS TRIPLE-A LANOLIN, TOO! Special combination of the finest ingredients helps relieve loose dandruff, excessive dryness.

HOMOGENIZED FOR SMOOTHNESS! Just the right consistency for year-round easy flow, smoother application.

new Vaseline cream hair tonic

* This special compound gives lustre . . . keeps hair in place without stiffness.

LETTERS TO THE EDITORS

the exceptional student to roam at will about the university during his last two years. No courses are required; no grades are given. At the end of two years he must take an oral examination in some field of his own choosing and present a creative work of his own.

Some students may abuse this freedom, some fail to graduate. What does that matter? Perhaps we have been spoon-feeding college students too long.

The student who becomes educated under such a system will have been forced to make for himself his own synthesis of knowledge, to form his own philosophy. His thought will be individualistic, he will be an individual. Such is the true goal of American education.

ARTHUR T. HADLEY II
New Haven, Conn.

● Reader Hadley, Yale '49, is the grandson of Arthur Twining Hadley, a former president of Yale (1899-1921), an economist, railroad expert and a great educational leader of his time. —ED

Sirs:

In response to your statement about Dewey's being a campus favorite at Cornell University, I would like to inform you that this is far from the truth.

Much more popular than Truman or any other candidate is Henry A. Wallace. Recently a mock presidential ballot was held to stimulate contributions for the United Nations Appeal for Children. Wallace won this presidential poll with contributions in his name to supply meals for 778 children. Vandenberg got 517, Stassen 353, Maxwell, the vegetarian candidate, 273, Supreme Court Justice Douglas 214 and Dewey and others got about 100 each, with MacArthur getting a low of 32.

G. J. SCHUSTER
Cornell University
Ithaca, N. Y.

● The caption calling Dewey a Cornell campus favorite was based on an over-all campus poll. The survey Reader Schuster refers to sampled only nonfraternity men—less than half of the student body.—ED.

Sirs:

You neglected to mention one of the most important things every Cornell undergraduate learns. That is, learning how to recognize to which class a coed belongs.

Just look at her calves. For the first year they are normal and well-rounded. As the years roll by, and after she has trudged up and down the Ithacan hills, her calves become progressively more muscular and "bunchier" until senior year when she is really muscle-bound. All it takes is a practiced eye and a short skirt.

DONALD J. MILLER
Williamstown, Mass.

INDIGESTIBLE FINLAND

Sirs:

Thank you for your fine Finnish pictures in the June 7 issue of LIFE. I am sorry to see the article and its follow-up written as if a Communist coup were a foregone conclusion.

Having spent three months in Finland last year, I would say that any jumping at conclusions about her fate is a dangerous form of athletics. The

"Du Pont's
the word for
sparkly combs!"



Let your eyes linger on the bright, beautiful colors. Match Du Pont Combs with everything—your room, your purse, your mood. And there's a Du Pont Comb for you in every style you use. Feel the strong, well-molded teeth of a Du Pont Comb. They're so smooth, so gentle on your scalp. Always look for the Du Pont oval when you're buying combs. It's the sign of quality—the sign of a better buy in combs.

Prices: 10¢, 15¢, 25¢, 50¢.

Better buy—Du Pont
COMBS

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

CONTINUED ON PAGE 17



How much would you pay for the world's GREATEST INVENTION?

In a recent Gallup Poll, the harnessing of electricity, including the electric light, was voted the greatest invention ever made.

Yet what does it cost? When you buy a 60-watt G-E bulb—recommended for hallways, closets and the like—only 11¢. Or a G-E 3-lite bulb—used for easy seeing in the table lamps shown above

—just 33¢ for the 50-100-150 watt size.

There's a right-size General Electric lamp for every seeing task. At a price within reach of all. And over 480 tests and inspections make sure of uniformly high quality at all times. Below are a few of the *many* General Electric lamps that make life brighter for everyone.

Our most unpopular bulb—with bugs

DON'T LET BUGS spoil summer evenings. Use G-E enameled yellow lamps for porches, picnic areas, roadside stands. 100-watt 26¢, 60-watt 16¢



FOR BETTER LIGHT. make sure you have the right size G-E bulbs in every socket. 100-watt 15¢



G-E "ALL-GLASS" sealed beam auto headlamps give 12% more light on the road and do not grow dim!



FOR COOL, efficient lights, get G-E Fluorescent lamps for your kitchen. 40-watt 1.00

LIST PRICES SUBJECT TO FEDERAL TAX.

25, 40 or 60 WATT
ONLY
11¢

STOCK UP on G-E bulbs at today's low prices. Buy some next time you sleep!

G-E LAMPS

GENERAL  ELECTRIC

TRAILS' END *from* *a far Western Ranch*



New York wants fresh meat every day. So does Chicago; Los Angeles; Santa Claus, Indiana and Medicine Bow, Wyoming. To deliver its branded products to dealers and their customers in the far corners of our nation, Swift pioneered in the development of refrigerated trucks and railroad cars. Here is the story of the contribution that this unusual equipment makes to the freshness, flavor and nourishing goodness of all Swift's quality foods.

Today the old meat trails are paved in concrete, or set with steel railroad rails, and traveled by high speed trains or trucks like the new, bright red Swift truck you see here. But time was, and not so long ago either, when meat was driven to market—*on foot*, and sold from a wagon, house to house.

From its founder's humble beginning, with one red delivery wagon on a country road 93 years ago, Swift & Company has developed a unique nation-wide delivery system that brings fresh meat, quality products and produce to every city, town and village in the United States in finest-of-the-fine condition.

7,600 trucks and automobiles with the familiar

Swift name now travel 130 million miles a year over America's great highway network to render this service. The truck bodies are insulated, and many of them are refrigerated mechanically, like your home refrigerator. There's a type for every purpose.

Results you can taste

Many are their destinations, but only one mission—to bring Swift's branded products to you at peak flavor, top uniformity in all seasons and at all places. Swift's entire organization, too, plays an important part in giving your dealer and you quality that truly makes Swift's foods wise buys these days.

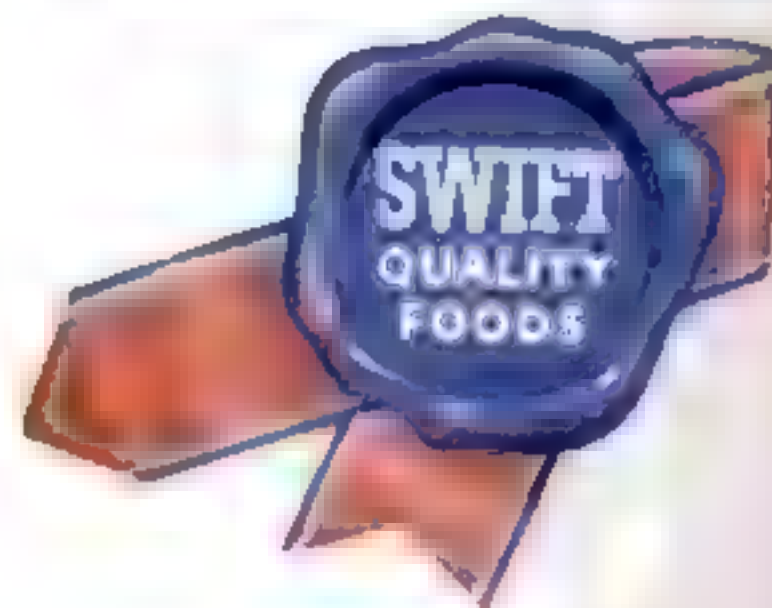
Its research laboratories with their Martha Logan Kitchens add their professional skills to see to it that these famous Swift branded products are always the finest that can be produced...good eating and good nutrition to the last bite. In fact, many thousands of Swift's employees make valued contributions. For it is their combined skills and abilities that make Swift's quality so thoroughly dependable, always.

Think of some of these things next time you see that familiar red-painted, Swift-labeled truck on the highways. And when you see it stopped at a dealer's store in your city, you'll find there, at that store, the finest meats in town—those labeled "Swift's . . . Swift's Premium."



Swift & Company

The Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 63 years of experience, the technical skills of its operating people and of its great laboratories with their test kitchens, stand behind this pledge.





THE SWIFT NAME HELPS YOU BUY MORE WISELY... FEED YOUR FAMILY WELL



SWIFT'S PREMIUM HAM



SWIFT'S PREMIUM BACON



SWIFT'S BRANDS OF BEEF



SWIFT'S PREMIUM TABLE-READY MEATS



SWIFT'S PREM



SWIFT'S BRANDS OF VEAL

Remember —

*TARTAN lets you Tan —
never burn!*

Stay in the sun far longer — with far more protection! Tartan, the amazing new suntan lotion, lets you tan so beautifully, so smoothly, so much more pleasantly! No wonder so many sunbathers have already switched to Tartan. Here's why you, too, will prefer this new kind of sunburn protection:

- 1 No Painful Burn!** Tartan screens out about 90% of the sun's harmful burning rays.
- 2 A Glorious Tan!** Tartan admits about 90% of the sun's beneficial tanning rays.
- 3 No Grease!** Tartan's invisible film is non-oily — won't make sand or dirt cling to your skin.

*When you apply Tartan thoroughly and completely over all exposed skin areas, before and after bathing, and frequently enough to offset its removal from the skin due to excessive perspiration.



**TESTS PROVE TARTAN GIVES
MORE PROTECTION!**

Tartan was laboratory-tested against other suntan lotions and found more effective for suntanning. Results proved that Tartan, when used as directed, permits longer exposure of the skin to the tanning rays of the sun and at the same time gives protection from possible burn. For a beautiful tan and sunburn protection — rely on Tartan!

**The Suntan Lotion
Recommended by
Many Leading
Resort Hotels**

A McKesson & Robbins Product

**NEVER BEFORE
SO MUCH TO SEE...**
visit
Washington
**NOW MORE BEAUTIFUL
THAN EVER**



National Gallery of Art



There's a new world now waiting you in Washington. New places to go and new things to see make the world's most magnificent National Capital now more inviting than ever! Its cultural allure is enhanced by a galaxy of new attractions—notably the National Gallery of Art, an architectural gem of purest beauty that houses the famous Mellon art collection; the new Jefferson Memorial and a host of other new buildings. Against this modern background is a wealth of historic places made famous in America's pageant of patriots!



There's a new world now waiting you in Washington. New places to go and new things to see make the world's most magnificent National Capital now more inviting than ever! Its cultural allure is enhanced by a galaxy of new attractions—notably the National Gallery of Art, an architectural gem of purest beauty that houses the famous Mellon art collection; the new Jefferson Memorial and a host of other new buildings. Against this modern background is a wealth of historic places made famous in America's pageant of patriots!

The B & O is the Way to Go!

The Baltimore & Ohio is the only railroad between the East and West passing directly through Washington. Liberal stopover privileges.

Thrill to the glide of Diesel power; enjoy the comfort of luxurious streamliners; discover the B & O "extras"—superb food, friendly courtesy, the assurance of getting there on time.

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BALTIMORE & OHIO RAILROAD
Route of the Diesel-Electric Streamliners

LETTERS TO THE EDITORS

CONTINUED

Funn have learned some very hard lessons in the last 10 years, and today they don't want to be anybody's sorbit.

DONALD J. LEIFFER

Chicago, Ill
SPY STAND-IN

Sirs:

In the April 26 issue of LIFE you published a photograph of the "body" of the so-called Chinese "Mata Hari" spy, executed in Peiping, China.

Peiping newspapers which reached the West Coast recently contain a most interesting follow-up to this execution.

At the time of the execution indignation was aroused in the Chinese press due to the secrecy with which the execution was carried out. All reporters, both Chinese and foreign, were excluded from the actual execution with the sole exception of an American photographer (presumably LIFE's photographer). The reason for this secrecy has now become apparent.

The Peiping papers report that a suit has just been brought against the governor of the Peiping prison in which the Chinese Mata Hari was lodged, accusing him of freeing her and executing another Chinese girl in her stead. The latter was sold to the prison authorities for the sum of 10 gold bars, but since the stepbrother of the deceased girl has received only two bars he has brought the matter to court, with the result that the prison authorities have been arrested. The girl who was executed in place of the spy was at first reported to have been suffering from some incurable disease, but it since appears that she merely had a bad case of indigestion. Mata Hari herself was last reported seen leaving the prison "heading north," presumably to Communist territory.

GEORGE WALKER

Monterey, Calif

● LIFE checked the above letter with its Shanghai correspondent, who cabled the following: "RUMORS OF MATA HARI SUBSTITUTION WERE FABRICATED BY CHINESE NEWSMEN BECAUSE ONLY LIFE PHOTOGRAPHER WAS PERMITTED TO WITNESS EXECUTION. DISCREDITED NEWSMEN FORGED A LETTER SUGGESTING THE BRIBERY AND SUBSTITUTION ANGLE BUT GOVERNMENT INVESTIGATOR EXPOSED HOAX."—ED.

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*This toaster runs the show
at our breakfast!*



SAYS ART LINKLETTER, GENIAL M.C. OF "THE GENERAL ELECTRIC HOUSE PARTY"

It's a toaster with a conscience... this General Electric Automatic Toaster that pops up your toast or keeps it warm.

Simply can't serve up a piece of toast that's not exactly to your taste.



See the General Electric Automatic Toaster at your retailer's.

Always warm, even if you wait!



Want your toast now? This G-E pops it up. Or just set the control knob, and a special built-in device will keep it warm and waiting.

Makes toast your way!



This toaster serves up toast your way... light, dark, or medium. Just set the knob on this new General Electric. Toast for two or twelve, and every slice is perfect every time.

And what a snap to clean!



Never, never do you have to turn this toaster upside down to shake out the crumbs. Snap out the crumb tray, brush it clean, snap it back in. It takes 10 seconds. General Electric Company, Bridgeport 2, Conn.

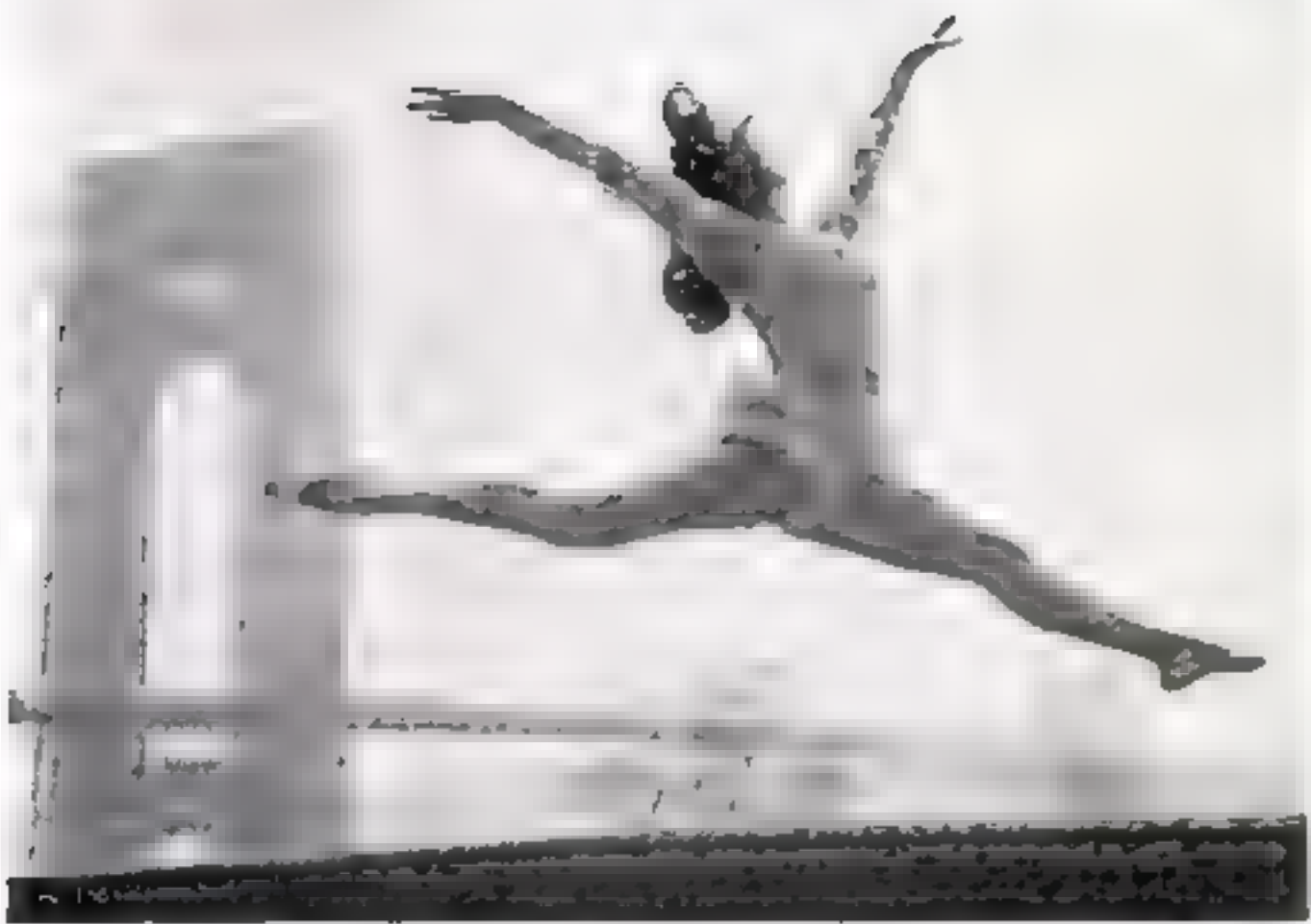
* Listen to General Electric's hilarious House Party, Monday through Friday, CBS., 3:30 p.m., E.D.S.T.

GENERAL ELECTRIC



SPRIT OF THE ELEVATED is illustrated by Betty Byrd as she does a high leap—edge leap on Fifth Avenue. To her, the Ellipse is an angular monster suspended in the air

as it sits astride a busy street. To the startled driver of the automobile shown under the arch which was formed by her legs, her dance step was an eye-popping traffic hazard.



IN AERIAL SPLIT BETTY BYRD SEEMS TO STRADDLE BRIDGE

SPEAKING OF PICTURES . . .

. . . THESE ARE A DANCER'S IMPRESSIONS OF MANHATTAN

Even on balmy days sights like those shown on these pages are rarely seen in blasé New York. Ordinarily the Third Avenue Elevated (*left*) and the George Washington Bridge (*above*) are used for traffic, Central Park carriages (*below*) for sightseeing and love-making. But Betty Byrd, a pretty 21-year-old dancer from Winston-Salem, N.C., uses them both as inspiration and as backdrops.

Appearing recently in the Hotel Pierre's Cotillion Room with her partner, Danny Hector, Miss Byrd stopped the show right after night when she danced her solo, *Manhattan Serenade*. Almost every step has a meaning, Miss Byrd says. To illustrate her meanings, she led LIFE Photographer Snarland to the scenes which are on her mind as she serenade Manhattan in jazztime. At the George Washington Bridge, Miss Byrd said, "When you're a child and you see a brook, you jump over it. Now, in my imagination I can span the river just as the bridge does. In my imagination I am the bridge." After three days of exercising her lively imagination Miss Byrd had snarled traffic on three thoroughfares, attracted the attention of one patrol car and several policemen, inspired ribald remarks from sailors in Central Park and caught a bad cold. But, she said, "I ran into more friends than I had seen in years."



IN CENTRAL PARK Miss Byrd finds that "grass underfoot makes you feel like a kid again." She shows her evanescent feelings as carriage driver conceals lust.



"TIMES SQUARE is all of Manhattan rolled into one" says Miss Byrd. "You've got to stop to take it all in." Betty stopped Broadway's lights silhouette a cop who almost took her in too.

You Put Me Where
I Am Today!



COLGATE
DENTAL CREAM
Cleans Your Breath
While It Cleans
Your Teeth!



Always use
COLGATE DENTAL CREAM
after you eat and before
every date

SPEAKING OF PICTURES

CONTINUED



IN THE SUBWAY Betty Byrd continues her impressions. Above, she scorns partner Danny Hoctor, who hurdles a turnstile to avoid paying the nickel fare.



NEW YORK FRUSTRATION is "always running and never catching the subway," says Miss Byrd. Here she and partner show how it feels to miss train.

we're all mad about anatomy!



TAN with JAN...for a glorious copper tan use Jan Sun Oil, for protection use Jan Sun Lotion.

it should be fairly obvious by this time that everybody at Jantzen is crazy...about figures, that is. It takes figure-crazy people to develop figure-fixing technique as remarkable as the new Jantzen contour control that does practically everything for a girl...it takes a lot of figuring to dope out swim trunks that keep a man looking and feeling wonderful, trim, athletic all summer. "Domino", left, is suave brocade knit with Lastex 9.95... "Flirtatious", right, new sharkskin knit with Lastex 10.95... "Striper", quick-drying "Nylonit" men's trunks 4.95... all in exclusive slimming, trimming fabrics knitted with Lastex to hold their marvelous fit in-and-out of water... all in exciting colors by Dorothy Liebes, America's greatest colorist. Other swim suits 7.95 to 16.95... trunks 3.50 to 6.95... at most stores.

Dorothy Liebes colors:
girls' suits
manofone flags
men's trunks
striped flags



Jantzen
Lastex swim suits

with knit-in contour control

JANTZEN KNITTING MILLS, INC. • PORTLAND 14, OREGON

This motoring miracle happens to you!

Go ahead! Trust your own eyes!

There's magic, *Mercury* magic, in the longer, lower, wider lines . . . magic that provides more sitting room up front, more baggage room behind. You'll find this big-family comfort in all body styles, including Mercury's all-new Six-passenger Coupe and Six-passenger Convertible.

There's magic at your fingertips!

Take the wheel in your hands . . . feel the sureness, the "sweetness" of balance that spell safety and confidence! Here's low-slung roadability actually *built in*—no "over-steering" on curves or on straightaway.

Press toe... Presto!

Those are new *super-brakes* responding to your slightest pressure, bringing your big, beautiful car to a swift, sure, yet *gentle*, stop. Well! Now you know why they're saying "*Mercury is all-new.*" Visit your dealer—see for yourself!

Hear it—and believe it!

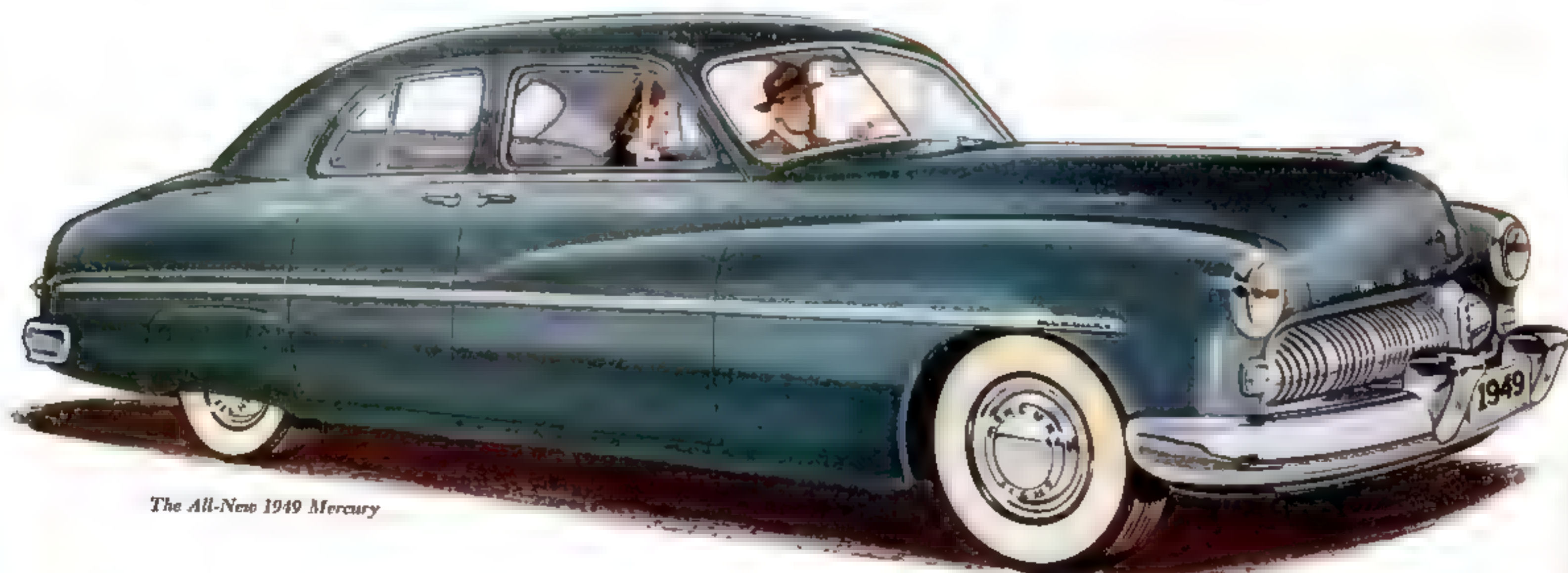
Smooth power. *Silent* power—muted to a fine-car purr so soft you'll look at the switch to see if it's on! Power that surges at a toe-touch to meet any emergency! A great new 8-cylinder, V-type engine designed and built *exclusively* for Mercury!

Sit back on that magic carpet!

All-new suspension springs (along with super-balloon tires on wider, safer rims) will cushion your ride. New, wide, "comfort-zone" seats will cushion you, very personally. Weather? Mercury gives you leakproof, fog-free "Fingertip Weather Control." That's what you call solid comfort!



Not a "new model"...the All-New **MERCURY**



The All-New 1949 Mercury

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LIFE'S COVER

The well-bred young face on LIFE's cover belongs to 18-year-old Stuart Auchincloss, No. 3 oarsman on the Kent School crew (pp. 51, 52). Last week Auchincloss sailed with Kent's crew for England to compete in the Royal Henley Regatta, in which Kent will defend the Thames Challenge Cup it won last year. Afterward Crewman Auchincloss, the son of a Short Hills, N.J. publisher, will tour the Continent with three companions before entering the University of Virginia next fall. A rowing enthusiast for five years, Auchincloss is not entirely pleased about the fact that Virginia has no crew.

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A RAN AEG DESIGN

Extra-snug fit for extra-sleek ankles!

SWOOPING, swirling skirts feature ankles. And full-fashioned Cannon Nylons—with extra elasticity for cling-tight fit—give ankles a trimness every gal covets.

Cannon's special kind of sheerneess is wonderful, too. (*High-twist* thread assures mistiness without shine.) And you'll love the enchanting new shades, designed to go with your summer "pretties." Ask especially to see Brown Smoke and Mist Beige.

not just nylons...but
Cannon Nylons!



CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets

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The nation's most important business conference

It's late at night. The children are asleep, the house is quiet at last. You are talking things over together, making decisions.

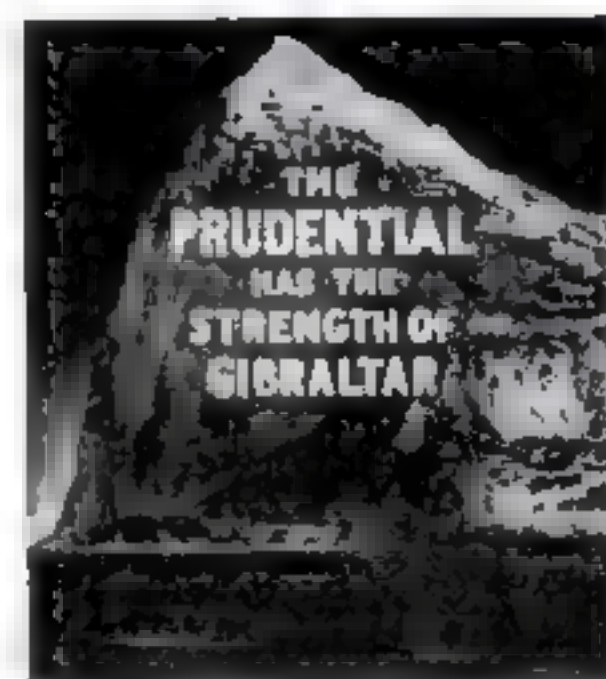
What to do about Johnny's teeth? . . . Sally will be happy, she'll get her new party dress . . . the bank account says some luxuries must wait a while longer. But—most important decision of all—you decide to strengthen and increase your family's protection by means of Prudential life insurance.

There's no doubt about it, an adequate insurance program now means more security for your family later on. And The Prudential stands behind your family's security in case you should not be here to

give it to them. Protection through The Prudential means the future of your whole family is in the hands of the company with the strength of Gibraltar.

Call your Prudential representative today. Let him look over your life insurance. If it's adequate he'll tell you so. If not, he can quickly show you how it can best be supplemented to fit your own special needs and circumstances.

Enjoy the Prudential Family Hour, with Earl Wrightson, Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT

THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE, NEWARK, NEW JERSEY



BARGELOADS OF CAULIFLOWER (FOREGROUND), POTATOES AND OTHER VEGETABLES ARE POLED THROUGH A HOLLAND CANAL TO THE GREAT MARKET AT DELFT

WESTERN EUROPE WEARS A NEW LOOK

From the tip of Italy north to Scapa Flow, American travelers are discovering a surprising new look on the war-scarred face of Western Europe. Buildings are going up, the railroads are running, there is more food, and trade is brisk. In many small Italian villages newly painted homes gleam amidst the old clusters of yellow terra cotta. English residents of Sussex are putting fresh crowns of golden thatch on cottages that have not been patched since the war. In Holland barges laden with fine cauliflower (above), milky-white leeks, purple radishes

and crisp celery are moving down the long canals. To Americans, who for a decade have heard only reports of European misery, all of this comes as a pleasant shock.

There was more to the new look than the sunshine of late spring, although the sun had lured thousands of Europeans—rich and poor alike—to the Continent's beaches, along with hordes of tourists. The sun had shone last summer, but then it had brought a bad harvest and not much hope for the future. Perhaps hope was the difference

Encouraged by U.S. aid already received and the prospect of more assistance from ECA, Europeans had worked hard through the dismal winter. In Milan, London and a dozen other cities, scaffolding told of new construction and busy workers testified to new production. Had Europe, as some observers believed, turned the corner? It looked like it (pp. 26-33), but beneath the Continent's surface glow a number of serious old infections remained (pp. 28, 29). Before the new look could become permanent, these would still have to be cured.



NEW HARVEST In contrast to last year's disappointing yield, prospects are bright for a good European harvest in 1948. In the first year after the war Europe produced only 63% of the prewar average for foodstuffs. Last year there was no improvement because of weather and crop failures. Now everything points

to a general average of 85% for the 1948 growing season, with wheat, as usual, the crucial crop. Europe still suffers from a lack of wheat from the Iron Curtain countries and scarcity of modern harvesting machinery, but the people, as illustrated by this hard-working family group cutting wheat on their own small Italian farm, are all pitching in.



NEW BUILDING

Europe's housing crisis remains acute, largely because new construction has been slowed by lack of steel and other building materials. One of the most encouraging developments is the erection of high-quality homes for workers by private companies. This impressive building was

put up recently in Milan by a group of industrialists, with occupancy limited to employees of the sponsoring firms. The apartments are of two, three or four rooms, plus kitchen, and rent for 13,000 lira a room a month (about \$90 for a four-room apartment). In Switzerland, the rate of construction of new housing is a third again above 1938 figures.



NEW TRADE

Production of textiles and other consumer goods was resumed almost immediately after the war ended, and today American visitors find many Continental shops, particularly those in Belgium and Italy, excellently stocked. In this large retail and wholesale drygoods store, the Grandi Magazzini Mazi-

onali in Rome, customers have a wide choice of fine Italian-made cloth. Prices are high, but upper-class Italian women are the most elegantly dressed in Europe. However Europe is still importing more than it exports—a situation that has led, in Britain, to enforced exports of such valuable dollar-exchange commodities as Harris tweed and Scotch whisky.



PRODUCTION IN ITALY is almost back to prewar level, with the Alfa Romeo plant (above) turning out 150 to 160 trucks a month compared to 200 before the war. The factory also produces some 60 to 70 cars a month. Alfa Romeo was bombed in the summer of 1944, but repairs began at once and the company now employs about 7,500 workers.

Europe CONTINUED



15,000-TON SHIP IS REFURBISHED IN ONE OF NEW SHIPWAYS OF THE HISTORIC

EUROPE'S RECOVERY

Western Europe's economic and political ups and downs have been closely followed during the past two years by LIFE Editor John Osborne during his assignment as a senior correspondent and the TIME-LIFE bureau chief in London. His report on the current state of recovery in the countries of Western Europe follows.

Western Europe's new look rests on some solid facts which, contrary to most U.S. opinion, suggest that Marshall Plan money is not pouring into a hole totally surrounded by somnolent mice. The recovery of France's railway transport, now well ahead of its 1938 pace, has been a triumph of Gallic ingenuity and effort. Britain's outmoded steel industry, soon to be nationalized, is producing at full capacity and its coal output, while still below the level needed and possible, is better than its socialist masters expected it to be at this time last year. British and French motor car production has reached prewar figures, and European automobiles are doing surprisingly well in the export markets. Agriculture as a whole in Western Europe is no worse off after World War II than it was after World War I, which did infinitely less damage to farm lands and equipment.

All this being so, is Europe really sick? It is. What was enough for prewar Europe is far less than enough for postwar Europe. The economy which U.S. tourists this year see turning at something astonishingly near top speed was geared to a world system of trade and monetary exchange which World War II largely swept away, and with it went sources of income which Europe must somehow replace by its own efforts and production. In the words of a recent U.N. commission report, "vast changes in the structure of the European economy" must come before Europe can find real health. This is another way of saying that a tragic proportion of Europe's effort today is misdirected and self-defeating; some of the production figures which look so promising are made possible only



FRENCH PORT OF DUNKIRK WHICH WAS COMPLETELY DESTROYED DURING WAR

IT DEPENDS UPON OUR HELP AND THEIR ENERGIES IN EVOLVING A SOUND ECONOMY AND A NEW FAITH

by costly and uneconomic imports from the rest of the world, and by a general standard of living which despite the surface look of Europe is well below pre-war standards. Even with our aid Europeans during the Marshall years will on the whole eat less than they did 10 years ago. Apart from its political uses against Communism, the hope and purpose of our Marshall aid is that it will give Europeans both the chance and the will to reform their economy and make it truly productive.

The obstacles are enormous. Western Europe in the long run can never be better off than are 1) Germany and 2) Great Britain, and both are still hindrances rather than stimulants to European recovery.

Other troubles of a kind not readily visible to the tourist eye beset Europe and challenge its U.S. helpers and doctors. The West's recent political victories in France and Italy did more to allay the fear of Communism in the U.S. than in Europe, where nobody was surprised when French Communists set off a short-lived but ominous wave of strikes at the end of last week. The dread of invasion by the Red Army is still a real and present thing, tending to vitiate the initiative of government, delay a sound Western economic and political alliance, and cloy the European spirit. The persistent weakness of most European currencies perpetuates an abiding sense of insecurity. And Europe's middle class, upon which the remnants of its free enterprise and its best hope of sustained recovery still rest, is a dying and disordered class, lost to its old faith and all but hopeless of finding a new faith. Europe's anti-Communists require something more positive than mere anti-Communism, and for this, among other things, they inevitably look to the U.S.

Americans perceiving these unhappy factors beneath Europe's new look need not despair. Instead they may consider that people who have done so much amid so much ruin and so many difficulties may with our aid be able to do far more.



PRODUCTION IN FRANCE at nationalized Renault automobile factory is the most impressive in Europe, with more than 300 cars, trucks, buses and tractors rolling off the line each day. Here some 70 cars are parked along banks of Seine at Sèvres railway station, awaiting shipment to Sweden. Renault does a big export business with Scandinavia.

Europe CONTINUED

THE PEOPLE AT LAST FIND TIME



STEAMER "RAPPERSWIL" ON ZURICH LAKE IS LOADED WITH THRONG OF WEEKEND TRIPPERS



ITALIANS TAKE THE SUN ON SANDS OF OSTIA BEACH, WHICH IS 25 MINUTES



PUNCH AND JUDY SHOW entrances young Italians on Rome's Pincio Hill. The city has several such theaters



RIDING PEDI CYCLE, a watchmaker and his wife in Southern France pedal along with baby in a rumble seat.



SWISS "PEDALO" is a water bicycle which these two holidayers send churning across waters of a Swiss lake.



THE FRENCH LOOK in holiday bathing suits is exemplified by these bronzed girls, relaxing with a friend on

the pebbled seashore beneath Nice's famed Promenade des Anglais. This season the beach here is always crowded.



IDENTICAL COSTUMES are perennial fad in France. This youthful couple is watching swimmers in the Marne.

FOR WELL-EARNED HOLIDAYS



FROM ITALY'S CAPITAL BY TRAIN, THE BEACH IS NOW CLEAR OF MINES



PICNIC IN PARIS BOIS FINDS FRENCH WORKER'S FAMILY ENJOYING HAM, BANANAS, RED WINE



RATION-FREE FOODS like the herring being consumed by this Dutchman have increased gustatory joys.



AFFECTIONATE CYCLISTS spin through Amsterdam park. Virtually everyone in Holland rides a bicycle.



DUO IN THE SUN on an Italian beach are muscular Raoul Botti, an amateur wrestler, and a young student.



TENTING ON RIVIERA are young Parisians, two of many French workers who have invaded the Cote d'Azur.



SUNDAY IN LONDON finds thousands of residents enjoying the sun in Hyde Park (above) or journeying to

the country and seaside resorts. Britons will take infinite trouble and spend much time to find pleasant greensward.



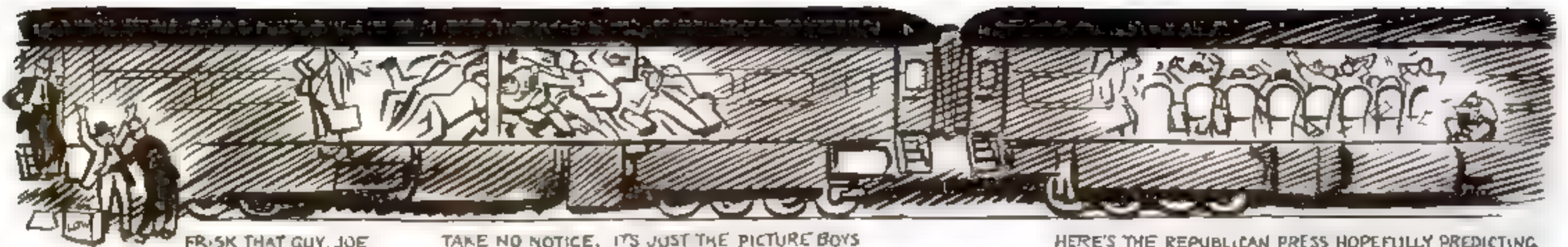
THE OLD EUROPE of tradition and pageantry that lures and charms the tourists is reverently preserved in this annual flower festival at Genzano, near Rome. This year, as

they have done for 150 years, the citizens of Genzano set aside their main street and covered it with intricate floral displays and patterns depicting religious scenes and symbols.



THE NEW EUROPE provides entertainment for local residents and visitors alike in settings of incomparable grandeur. Here patrons of the Terrace Restaurant in Milan—up

drinks—dine and dance in the shadow of the great Milan Cathedral. At intervals the restaurant lights are turned down and the tower is illuminated dramatically by age-flashing it.



FRISK THAT GUY, JOE MIGHT BE ONE OF CARROLL REECE'S SPIES COME TO HEAR IF ANYONE TALKS POLITICS.

TAKE NO NOTICE. IT'S JUST THE PICTURE BOYS TRYING TO BREAK THROUGH TO PHOTOGRAPH THE PRESIDENT'S PRIVATE LIFE

HERE'S THE REPUBLICAN PRESS HOPEFULLY PREDICTING A TRAIN WRECK. THAT FELLOW ON THE FLOOR IS A DEMOCRAT THINKING OF F.D.R.



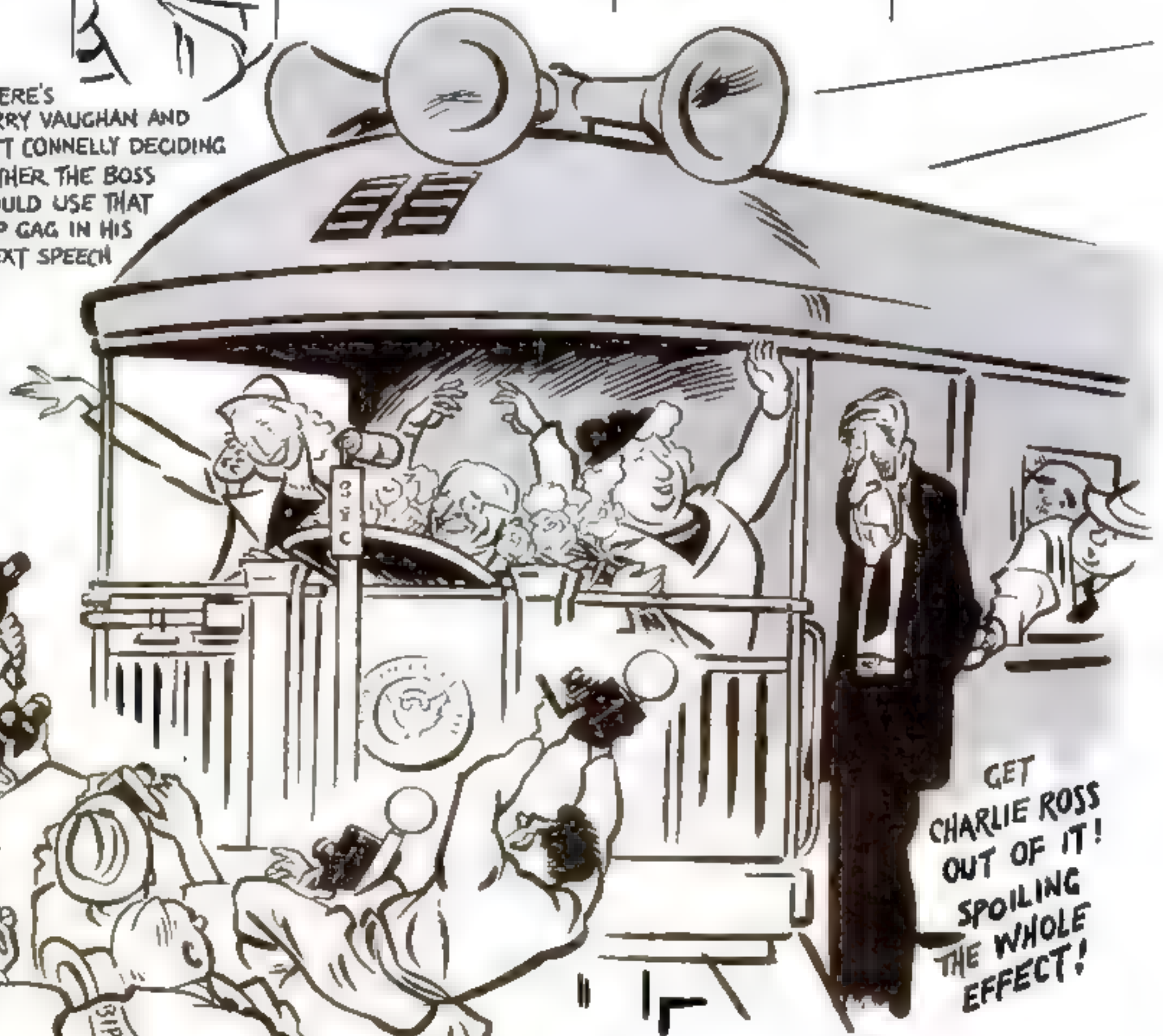
THIS IS CLARK CLIFFORD WRITING THE BOSS'S OFF-THE-CUFF SPEECHES. LAST WEEK THE BOSS WORE THE WRONG SHIRT AND THERE WAS HELL TO PAY.



THERE'S HARRY VAUGHAN AND MATT CONNELLY DECIDING WHETHER THE BOSS SHOULD USE THAT JEEP GAG IN HIS NEXT SPEECH

GENERAL GRAHAM
DO NOT
disturb
in wheat
country

HENRY WALLACE
GHOST
Back
Midnight



GET CHARLIE ROSS OUT OF IT! SPOILING THE WHOLE EFFECT!

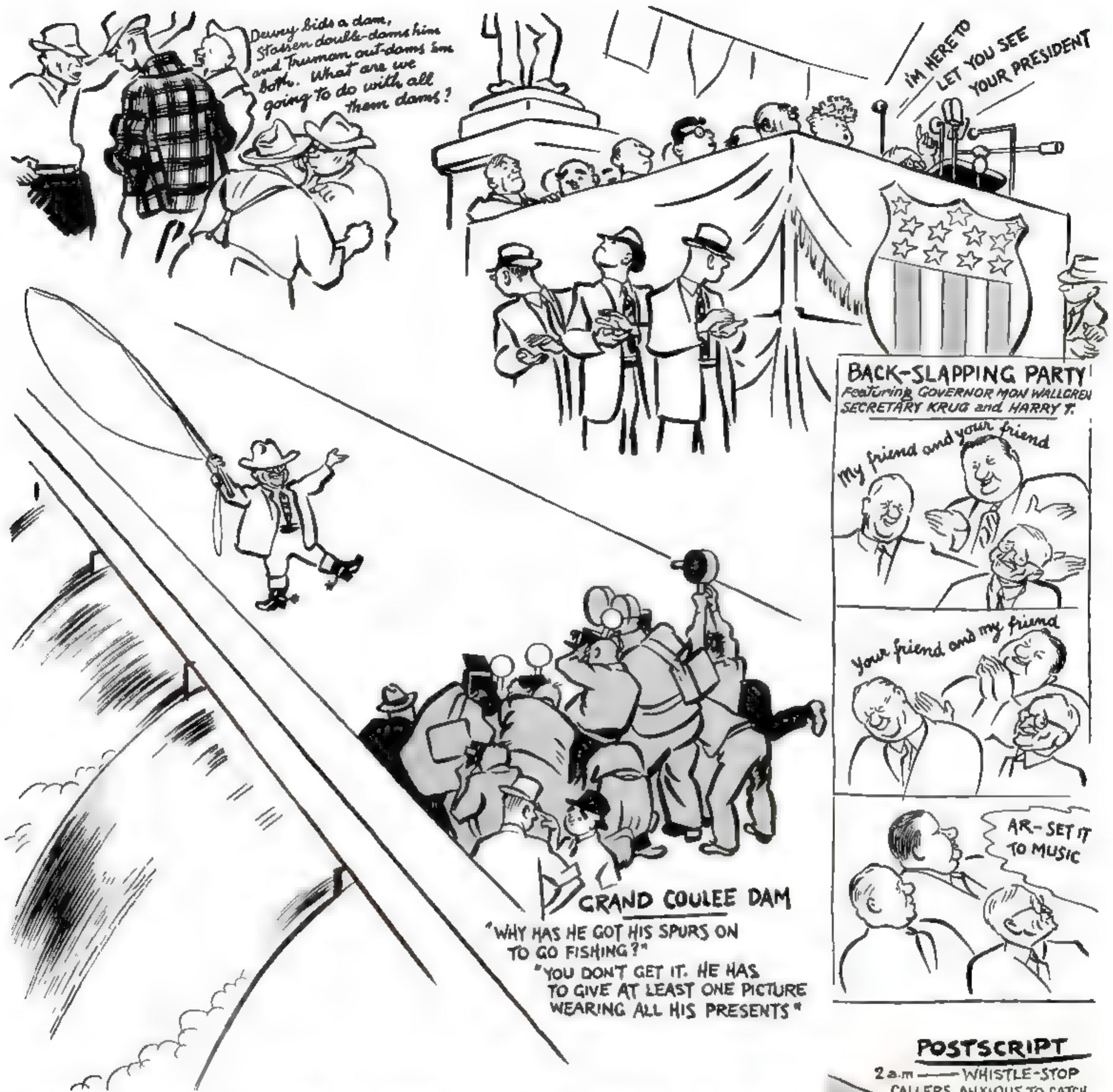
ARGUMENT



No taxation and plenty of spending money, that's my cure for Inflation...

He should tell Stalin we won't send him a cent unless he drops Communism...



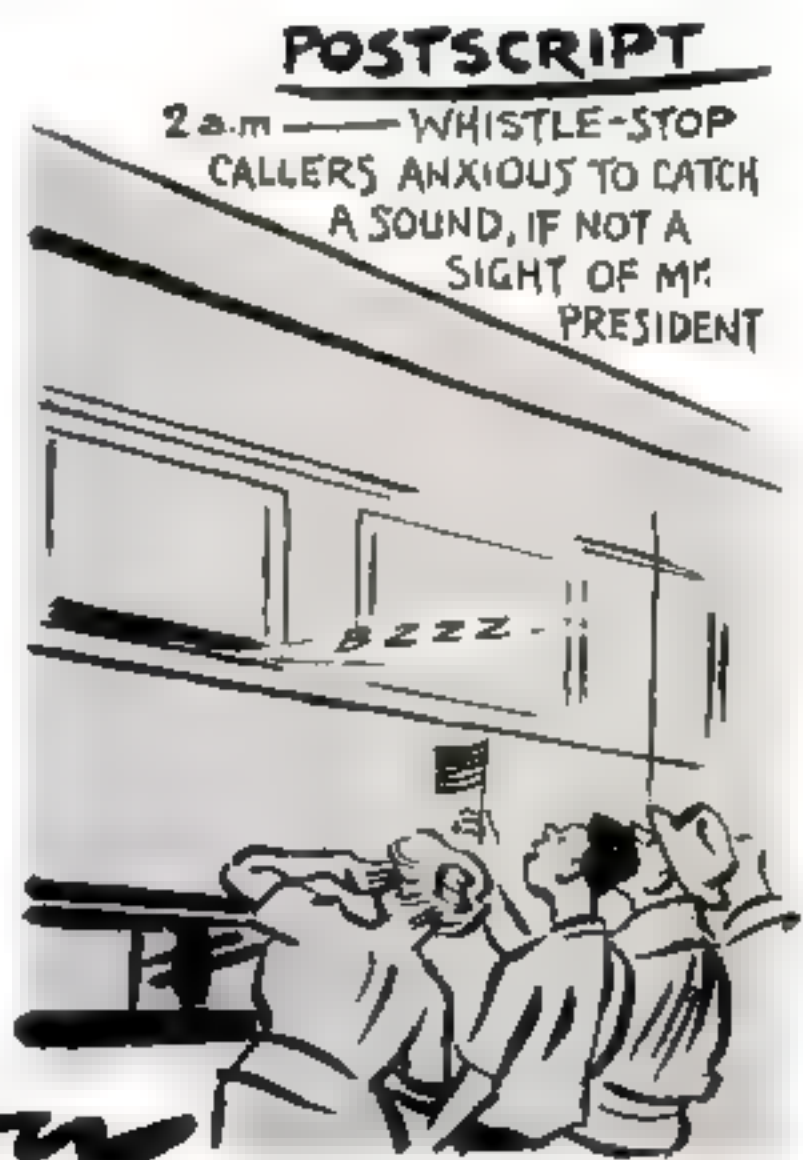


CARTOONIST LOW LOOKS AT TRUMAN

British artist records for LIFE his impression of "nonpolitical trip"

David Low, whose work appears in the London *Evening Standard*, is generally acknowledged to be the greatest political cartoonist in the world; he is the creator of the famous "Colonel Blimp" and was a merciless satirist of Hitler and Mussolini long before most people were taking them seriously. He is now in the U.S. at LIFE's invitation to record his impressions of the presidential campaign. These drawings, of President Truman's "nonpolitical" tour, are the first. On the Truman train Cartoonist Low was mightily impressed by the vigilance of

the Secret Service men guarding the President — and by the way Mr. Truman, like so many American men, is somewhat overshadowed by his womanfolk. He also showed a good knowledge of General Graham's wheat speculations and the identity of G.O.P. Chairman Carroll Reece. Low himself appears in the sketches five times; he is the man with innocent eyebrows who is pointing a finger as he asks a question in the drawing directly above. He is now asking questions at the Republican convention for sketches which will appear in LIFE soon.





JUST AFTER THE SURRENDER A TERRIFIED JEWISH GIRL FLEES DOWN A BURNING STREET

ARABS SACK THE HOLY CITY

Abdullah's conquering Legion tries to keep order but fails

In ancient days when Jerusalem fell to a new conqueror, the Holy City was almost invariably burned and looted. On May 28, just as the soldiers of Nebuchadnezzar, the Romans, Crusaders and Persians had done before them, the victorious Arabs carried on the sorrowful tradition. King Abdullah's surrender terms were magnanimous and his Arab Legion well disciplined, but neither their magnanimity nor discipline could save the old Jewish Quarter from its fate. Swarms of Palestinian irregulars and hangers-on burst in and reduced it to smoking ruin soon after the beaten Jews gave in. Self-important Moslem censors, not only in Palestine but in neighboring Arab countries which have major communications outlets, tried for a fortnight to keep the news from leaking out. But last week these uncensored pictures by LIFE's Photographer John Phillips reached New York and told the story.

There was terror in the old city and a frantic rush to grab prized possessions as women, children and the aged were herded across the lines. Then, with all the pomp of earlier conquerors, King Abdullah made his triumphal tour. By the time the cheering of the Arabs died down, the U. N. had finally contrived a four-week truce—but it rested uneasily on a land seething with bitterness.



ABDULLAH IN HIS TRIUMPH parades in white robes at the Dome of the Rock, sacred to Moslems as the spot whence Mohammed ascended to heaven. Around him are his bodyguards and Arab Legionnaires. Some of his officers



are British reservists fighting under contract. On a grand tour of the city Abdullah visited the tomb of his father Hussein, sheik of Mecca, and prayed at the leading Moslem shrines. Everywhere Moslems acclaimed him as a liberator.



BEFORE LOOTING

ALLEYWAY IN JERUSALEM shows stark evidence of what happened following the surrender. Above: Jews and children wait outside their homes to be evacuated by Abdullah's troops. Below: only charred rubble and burned out houses remain after a savage Arab rabble stormed through.



AFTER LOOTING

THE GM CONTRACT

LINKS WAGES TO LIVING COSTS AND ADDS SOMETHING FOR PROGRESS

When General Motors pulled a rubber, or at least a flexible, rabbit out of its negotiating hat last month, the U.S. got a look at the most significant item in the third round of postwar wage settlements. For the GM contract has more than one facet, and whatever the official explanation, it recognizes that the motives of the worker, even as the motives of managers and coupon clippers, include both the desire for security and the desire to share profits. The over-all wage raise provided by the contract is 11¢, of which 8¢ is for an immediate adjustment to the cost of living. The remaining 3¢ is for *standard of living*. If the cost of living continues to advance, GM employees will continue to get compensatory upward adjustments; if, on the other hand, the cost of living falls, GM would pay proportionately less, the maximum drop being limited by the terms of the contract to 5¢ in the next two years. But the main point about the contract is that it makes a clear distinction between the cost of living and labor's due share in the increased production that comes with progress in technological efficiency.

Inevitably the part of the GM agreement which ties wages to the ups and downs of the Bureau of Labor Statistics' cost-of-living index monopolized the newspaper headlines. For this part of the contract seems to answer labor's cry about being caught in the meshes of nylons at \$1.65 a pair and hamburger at 70¢ a pound. And it must be said that this open recognition by management that wages should bear a direct relation to cost of living is a distinct gain for labor. There is validity to labor's complaint that wages usually lag behind advancing prices.

And, as Norway has shown, there are some wider national advantages in linking wages to the cost of living. In Norway inflation has been somewhat retarded because employers have realized that inflationary prices would automatically zoom the wages that are largely pegged to a living-cost index.

The practical difficulties of GM's raising wages 1¢ an hour for each quarterly 1.14 rise in the Bureau of Labor Statistics' index, or dropping wages at the same rate to a maximum drop of 5¢ an hour in the next two years, are largely the practical difficulties of the index itself, which has been severely criticized for its failure truly to reflect living costs. But even though there may be practical difficulties in compiling a good index, the linking of wages to cost-of-living statistics is clearly an act of justice. As such it puts the GM solution within the category of the "just wage," which has been the preoccupation of Christian moralists since the time of the Catholic schoolmen of the Middle Ages. However a capitulation by GM workers for a mere cost-of-living settlement would be tantamount to selling their souls for a mess of pottage. By American standards it is not cost of living but standard of living that we should keep our eyes on. The 3¢ which GM has thrown in over and above the "just" increase is for something that is bound up with the possibilities of life in the U.S. And these possibilities transcend considerations of a justice that is based merely on a static relationship between cost of living and rewards for labor. Significantly enough, recent Christian philosophy has been concerned with bringing old concepts

of economic justice into line with the dynamism of modern industrial techniques.

The 3¢ granted by GM for standard of living assumes that technological progress will continue next year automatically. It assumes that GM will produce more for less and so be able to pay that increase without difficulty.

This fits right in with the central motive of our productive system, which assumes that increased production can be absorbed by lowering prices and by raising wages so that more consumers have power to buy. GM has in effect taken the average rate of technological improvement in U.S. industry—2% a year over the past 100 years—and translated it into 3¢ an hour. This puts a sharp spur on management to make at least that much progress.

The chief lack of the GM plan is that it does not offer an immediate, tangible reward to labor to contribute that extra effort which makes technological improvement pay off. The practice of paying a bonus—or sharing profits—above a certain production level is an example of the newer technique of share-the-production which some companies are now favoring.

However the GM settlement does show that even in the social jungle that has up to now been Detroit, management and labor are devoting careful thought to finding a constructive answer to our most challenging problem. This problem is not merely to prove that it is possible for management and labor to live in peace. It is also to prove to a skeptical world that our capitalistic democracy, and not Marxist socialism, offers the best avenue to individual progress and happiness.

THE NEWEST UTOPIA

IS A SLANDER ON SOME OLD NOTIONS OF THE GOOD LIFE

The making of utopias by literary people has been with us since the days of Plato, but of late the habit seems to be more contagious than ever. Within the past month at least two new ones have been published, one of them—by B. F. Skinner—bearing the entirely presumptuous title of *Walden Two*. In spirit *Walden Two* is as much like Thoreau's original *Walden* as a Quonset hut is like a comfortable and properly proportioned Cape Cod house.

Dr. Skinner is the professor of psychology who is responsible for the invention of something known as "the mechanical baby tender" (*LIFE*, Nov. 3). This air-conditioned palace for infants consists of a glass-walled cage which shuts out viruses and keeps the child from encountering splinters and other menaces to cranium and skin. In a world in which the common cold is still rampant, we would predict a low immunity to respiratory infections for any baby brought up amid Skinner gadgetry once it emerges into workaday surroundings. But the menace of the mechanical baby tender is as nothing compared to the menace of books like *Walden Two*. For Dr. Skinner's utopia is a triumph of "cultural engineering" and "behavioral engineering" where the conditioned reflex is king. Boards of Planners unobtrusively tell every big and little Skinnerite exactly what


he or she must do. Once they are trained, the inhabitants of *Walden Two* have "freedom." But it is the freedom of those Pavlovian dogs which are free to foam at the mouth whenever the "dinner" bell invites them to a nonforthcoming meal. The very possibility of random personal choice has been eliminated from Dr. Skinner's world by a hierarchy which alone has the right to experiment. The desires, not the sins, of the fathers are visited upon the children to the third and fourth generation. Such a triumph of mortmain, or the dead hand, has not been envisaged since the days of Sparta.

If Dr. Skinner wants to imagine such a utopia, that is his privilege. But what should really be held against him is the egregious liberty he has taken with the title of Henry David Thoreau's original *Walden*. For the truth of the matter is that Thoreau's book is profoundly antiutopian; it does not belong in the long line of antiseptic literature that began with Plato's *Republic*. Far from trying to escape into a "brave new world," Thoreau, the cosmic bum, set out resolutely to make the best of what he could find right around home. Where Samuel Butler traveled to Nowhere for his *Erewhon*, where Edward Bellamy marched ahead to the year 2000 A.D. for his *Looking Backward*, Thoreau set up housekeeping by the edge of a

duck pond outside of his native village. As Elliot Paul has said, he "got away from it all" by moving just a little farther from town than a good golfer could drive a ball. The lumber for Thoreau's cabin was taken from a shanty that had belonged to James Collins, an Irishman who had worked on the Fitchburg Railroad; the beans that Thoreau hoed and ate were Yankee beans, grown in recalcitrant New England soil.

Briefly, Thoreau was perhaps the greatest exponent of the old Yankee virtues of "use it up" and "make it do." He made a philosophy of the Here-and-Now, not the Far Away. There were no gadgets in the original *Walden*, and there was no "conditioning" for a "freedom" planned long in advance according to the rigid specifications of a gang of hierarchs. In the argot of 1948, in *Walden One* there was simply freedom, period.

Books like *Walden Two*, then, are a slur upon a name, a corruption of an impulse. All Thoreauists will properly resent them, and if Dr. Skinner comes around with any of his advice the good Thoreauist will, like Diogenes when confronted with the proffered largesse of the Macedonian king, tell the author of *Walden Two* to stand from between him and the free rays of the sun.

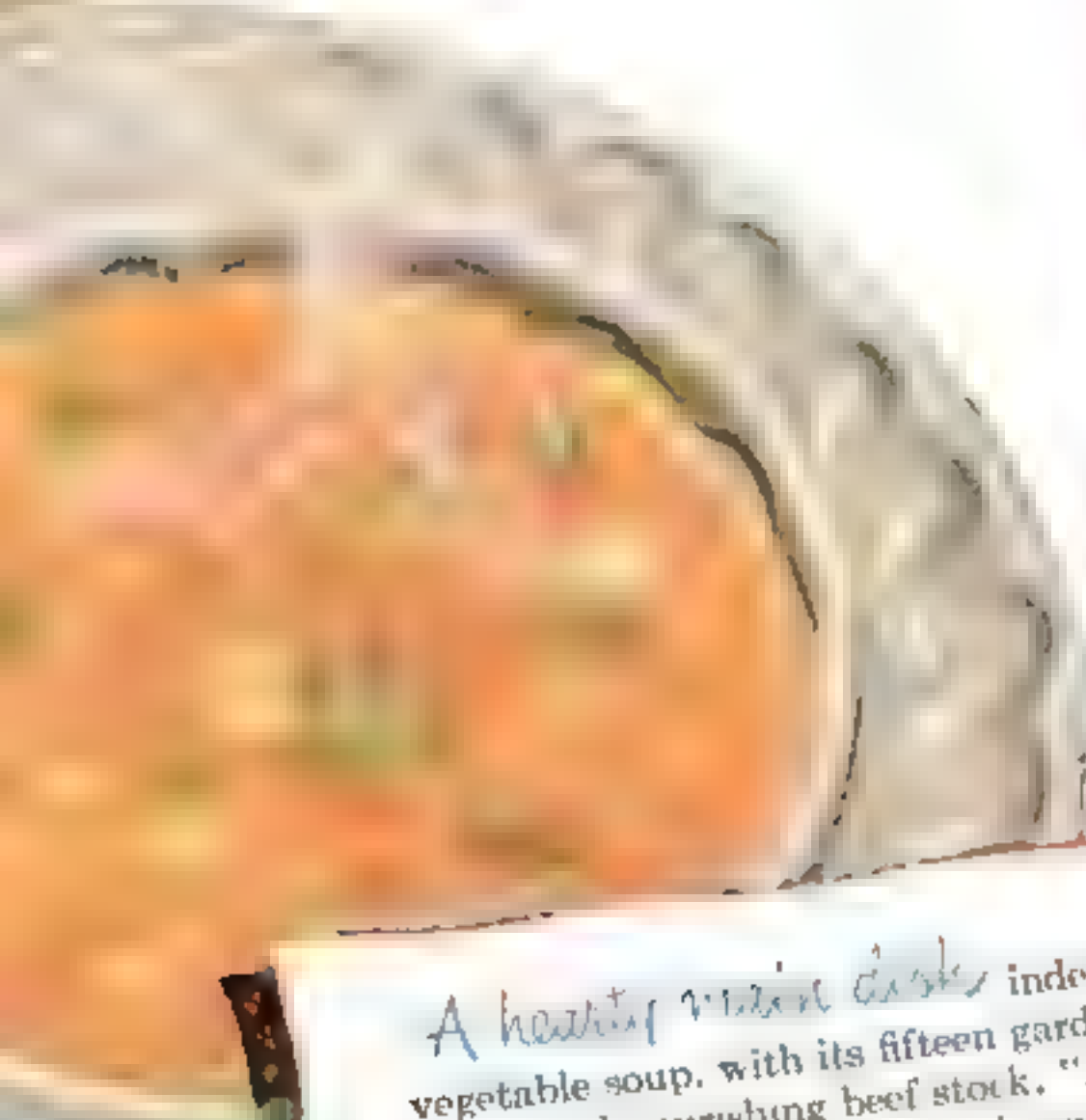


of Chicken —simmered slowly for a deep-flavored chicken stock—that's the secret of this delicious, old-time soup. Golden egg noodles and tender pieces of chicken do much to help make it the mainstay of many a summer meal.

Campbell's CHICKEN NOODLE SOUP


Here's a Tip for YOU and YOU—
For Summer Suppers—Lunches Too!

*LET SOUP
BE YOUR
ONE HOT DISH*



A hearty *main dish* indeed is this vegetable soup, with its fifteen garden vegetables and nourishing beef stock. "Almost a meal in itself," say women, and serve it forth in summer as an ideal one hot dish.

Campbell's VEGETABLE SOUP



at lunch or suppertime this summer: bowls of "the soup most folks like best." Luscious, red-ripe tomatoes, creamery butter, gentle seasoning—a matchless recipe. Add milk instead of water for a rich cream of tomato.

Campbell's TOMATO SOUP

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CURTiSS *Candy*
Baby Ruth and Butterfinger Candy Bars

Tune it in...



...or let 'em spin

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RCA Victor's exclusive 3-way Acoustical System made radio history in thrilling, public tests of tonal fidelity. Even trained musical ears could not tell the "Golden Throat" from an "In Person" performance.

Tune in Robert Merrill, singing "Music America Loves Best". . . Sundays, 2:30 PM, EDT, on your NBC station.

● It's Victrola 77U, and it's "super" every way you look at—or listen to it! It's a powerful radio with all the controls out where they're easy to use. It's the world's most famous phonograph—a Victrola-phonograph—with a brand-new automatic record changer and the "Silent Sapphire" permanent-point pickup—no needles to change.

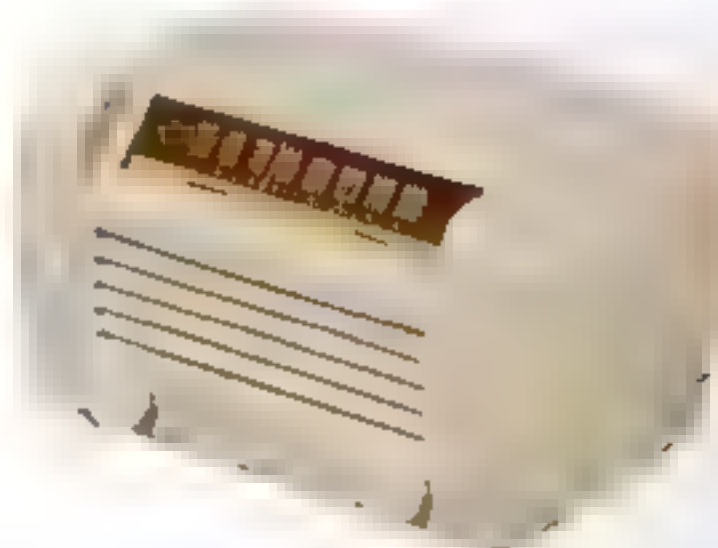
Just wait 'til you hear how smooth and mellow it sounds! That's the "Golden Throat," finest tone system in RCA Victor history, with a larger

than usual speaker, far more than usual power for a table model. Turn it up, turn it low—you still get full, rich values at every volume level.

Stop in and see it at your RCA Victor dealer's, in smooth, polished walnut or rich mahogany finish. Have yourself a concert with some of the great new RCA Victor record albums, like "Music America Loves Best" by Russ Case and his orchestra. Get set for a "super" summer with a "super" set—Victrola 77U! \$99.50*.

*All prices subject to change without notice. Western prices slightly higher.

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"Victrola"—T. M. Reg. U. S. Pat. Off.



Here's the "Golden Throat" in a dainty and durable antique ivory finish! It's the RCA Victor 65X2—selective, sensitive, with plenty of power. See also its twin, the 65X1, in walnut plastic. For tone, style, price—they're tops in table set values! \$26.95*.

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

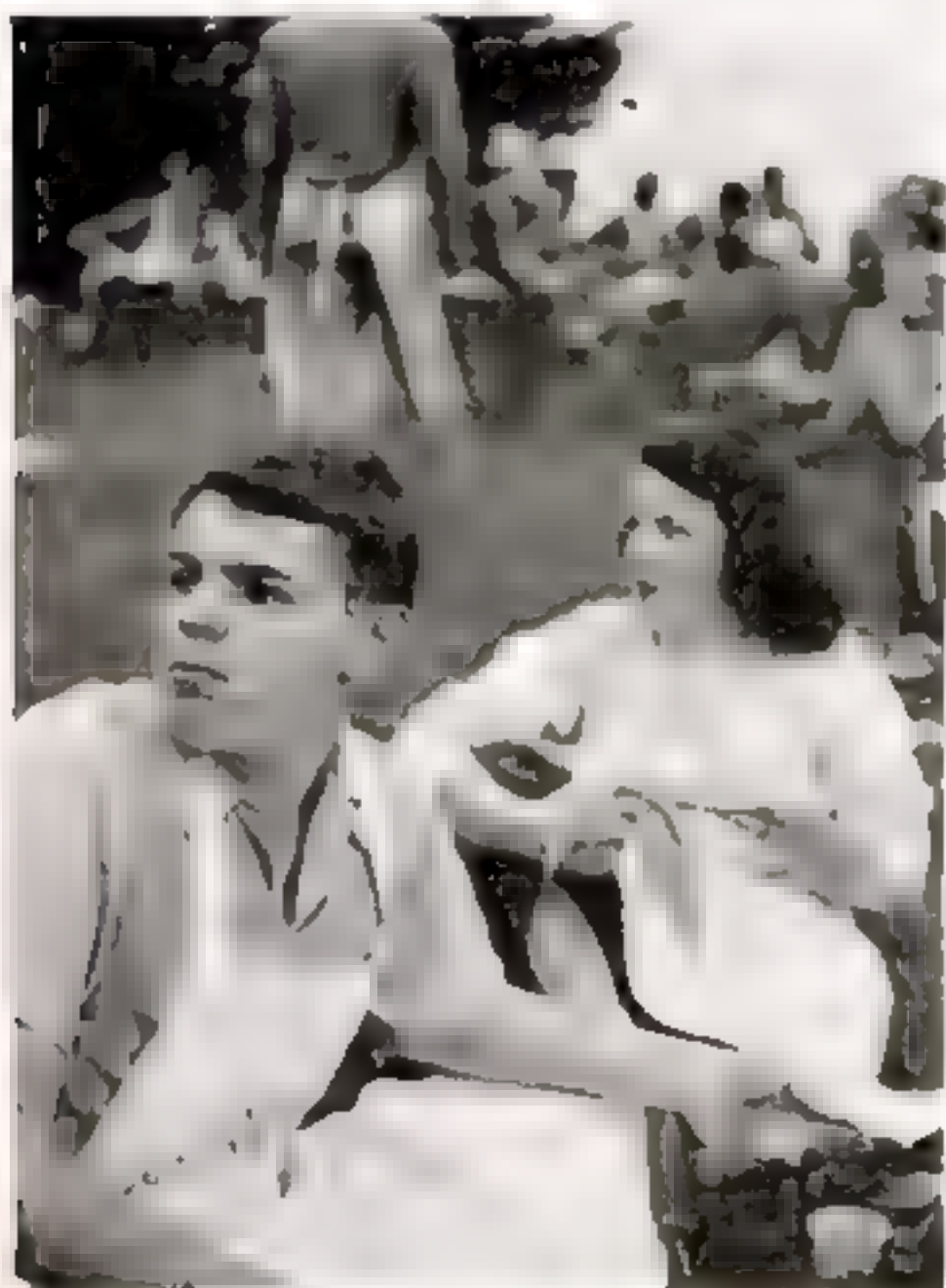




WITH PAT DRISCOLL, daughter of New Jersey governor, young Tom Dewey ties a ball he inflated for her



WITH JOAN DALE, daughter of the New Hampshire governor, Tom lights fire on beach for roasting hot dogs.



WITH CAROL RENNEBOHM, daughter of Wisconsin governor, Tom sits down to share a clambake dinner.



AS PHIL LANEY OF ARKANSAS GAWKS, TOM DEWEY LISTENS INTENTLY TO DOROTHY WARREN OF CALIFORNIA

A DEWEY STEALS THE SHOW

Thomas Jr. makes a hit with everyone at 40th Governors' Conference

On June 13 a black limousine bearing New York license plate 1N, with Mrs. Dewey's chartreuse suit hanging in the window, drew to a stop before the rambling, white frame hotel at Wentworth-by-the-Sea, N.H. Out stepped Governor Thomas E. Dewey, his wife, his sons John, 12, and Thomas Jr., 15, to attend the 40th annual Governors' Conference. For Governor Dewey, just winding up his campaign for nomination at the forthcoming Republican convention, there was a four-day agenda of politicking, press conferences and business sessions with other state governors. For Mrs. Dewey there were teas, tours and luncheons (p. 46). For the Dewey children there was just as busy a schedule of games, dances and clambakes.

Though Wentworth-by-the-Sea swarmed with a score of governors' children, young Tom Dewey ran away with the show. At receptions he shook

hands and bowed stiffly to everyone he met, impressing mothers as "beautifully trained." His appearance slicked up by a New York State policeman who acts as his valet and bodyguard, young Tom quickly made a big hit with all the girls (left). But his attention soon shifted to 16-year-old Dorothy Warren, the daughter of California's Governor Earl Warren. Tom paid her court at the receptions (above) and took her out for tennis practice. Once while his younger brother John lobbed balls to them, Tom's mind wandered from the game and he began hitting wild shots. The younger brother had to snap Tom back by yelling, "Come on . . . I'm here to play tennis, not golf." Throughout the whole affair Tom steered clear of politics, but before he and his family left on June 17 he could not help blurting out an invitation to several of the girls to drop in and see him—at the White House

NEW

Miracle deodorant ends your perspiration worries!



1. **ETIQUET** actually ends under-arm perspiration odor—safely—surely!
2. **ETIQUET**—made by specially patented formula—really checks under-arm perspiration!
3. **FLUFFY-LIGHT AND SOOTHING**—Etiquet goes on easily—disappears in a jiffy! No gritty particles!
4. **MORE ECONOMICAL TO BUY**—Etiquet won't dry out in the jar!
5. **NO DAMAGE TO CLOTHING** when you use Etiquet—famous cloth-test proves!

COPYR. 1948 LEHM & FINE PRODUCTS CORP.



Etiquet

**THE SAFE-AND-SURE
DEODORANT**



Governors' Conference CONTINUED



SQUARE DANCE was held after business sessions were over. Above: Governor Maw of Utah promenades Jean Lane, daughter of Maryland governor



DOS-A-DOS is sedately performed by Governor Lane of Maryland and his wife. University of New Hampshire coeds helped teach governors the dances.



INSPECTION TOUR of submarine is made by Governor J. Strom Thurmond of South Carolina and wife. Until marriage (LIFE, Nov. 17) she was his secretary.

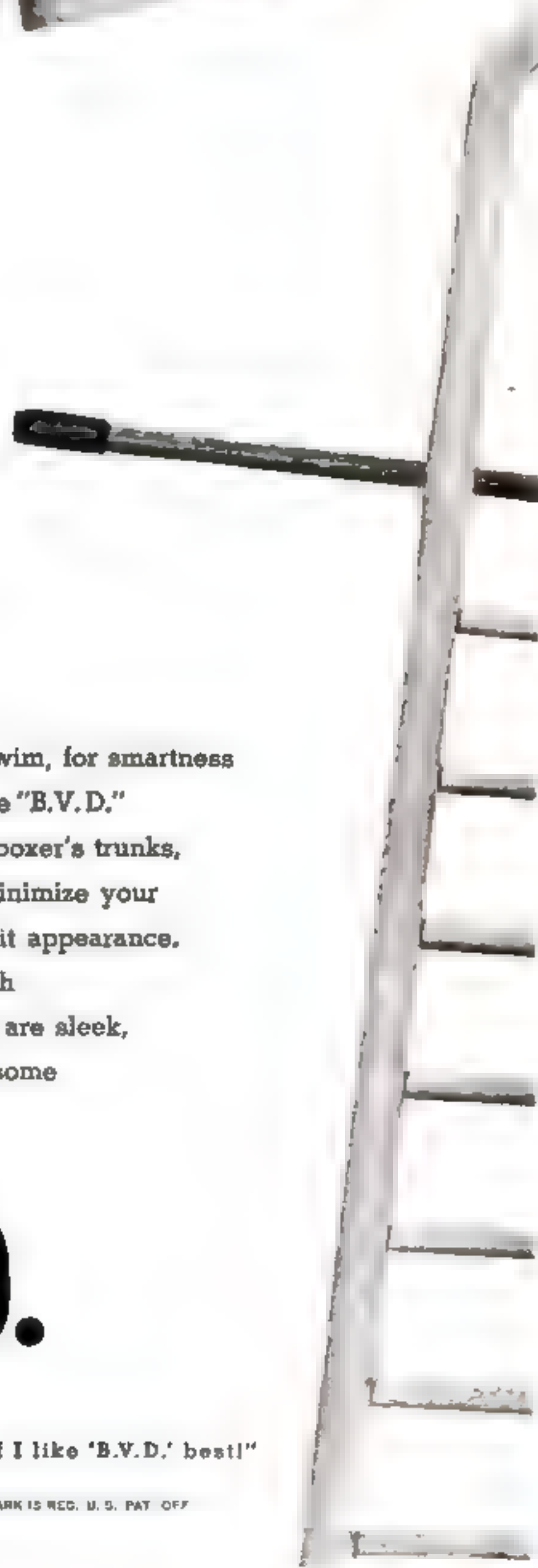


SWING-YOUR-PARTNER is accomplished with gusto by Nevada's Governor Vail Pittman. Partner is Sally Caldwell, daughter of Florida's governor.

CONTINUED ON NEXT PAGE



B.V.D. puts the ACTION in Swim Trunks



Quickest way to get into the swim, for smartness and man-styled comfort...these "B.V.D." Boxer swim trunks. Cut like a boxer's trunks, they're tailored for action to minimize your waistline, give you a fighting-fit appearance. And B.V.D. surfs you right, with beach wear whose fine fabrics are sleek, lustrous, water-repellent—handsome as anything under the sun!

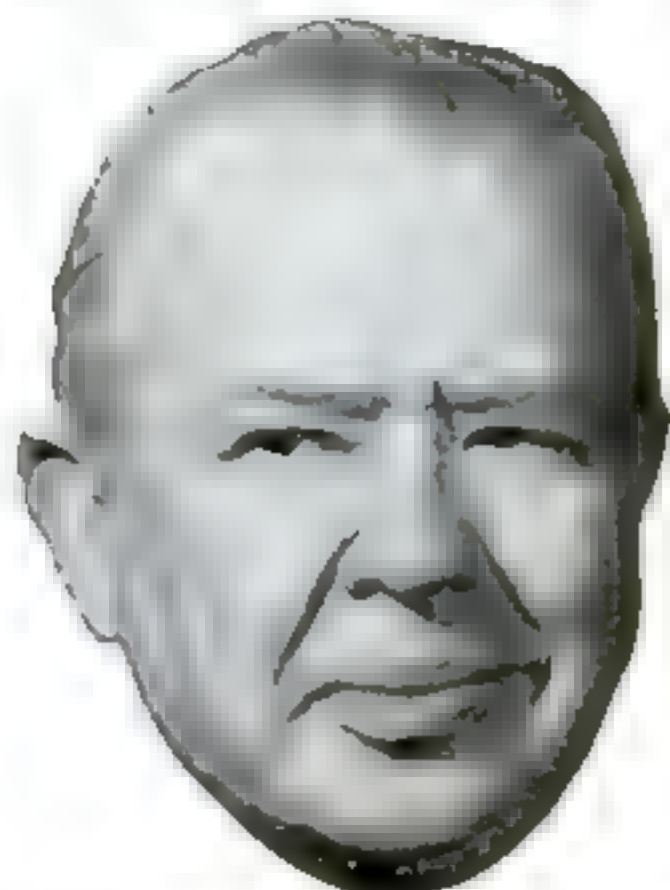
B.V.D.

BRAND

"Next to myself I like 'B.V.D.' best!"

THE "B. V. D." TRADEMARK IS REG. U. S. PAT. OFF.

MRS. PARADINE IS ON TRIAL FOR HER LIFE!



CHARLES COBURN SUSPECTS HER!

in DAVID O. SELZNICK'S production of ALFRED HITCHCOCK'S

THE PARADINE CASE

starring GREGORY PECK • ANN TODD • CHARLES LAUGHTON
CHARLES COBURN • ETHEL BARRYMORE • LOUIS JOURDAN • and VALLI



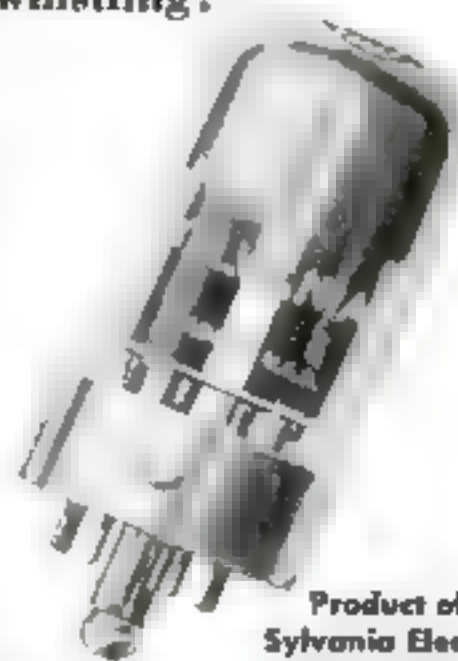
"I've had no peace since it started whistling!"

Does your radio sound like it's calling Rover? Unwanted noises cut in on listening pleasure, should be cut out—but fast! Who'll do the job? The service dealer displaying the Sylvania sign. The man's an expert! In no time he can



SIGN OF
DEPENDABLE
RADIO SERVICE

make your old radio sing bright as new. Let him tackle it with his Sylvania testing equipment. Have him replace worn tubes with high quality Sylvania tubes. Get your radio fixed at the sign of dependable service. The work is good, prices fair.



Product of
Sylvania Electric
Products Inc.

SYLVANIA RADIO TUBES

Governors' Conference CONTINUED



WIVES Mrs. Thomas E. Dewey (left) and Mrs. Charles Dale head for buffet luncheon table during lawn party given by local socialite for governors' wives.



DAUGHTERS Jeanne and LaRue Maw of Utah race back from ocean after finding it too cold even for wading during beach party for governors' children.

If you want
a **TREAT** instead
of a **TREATMENT**
...smoke
Old Golds



GRIME does not



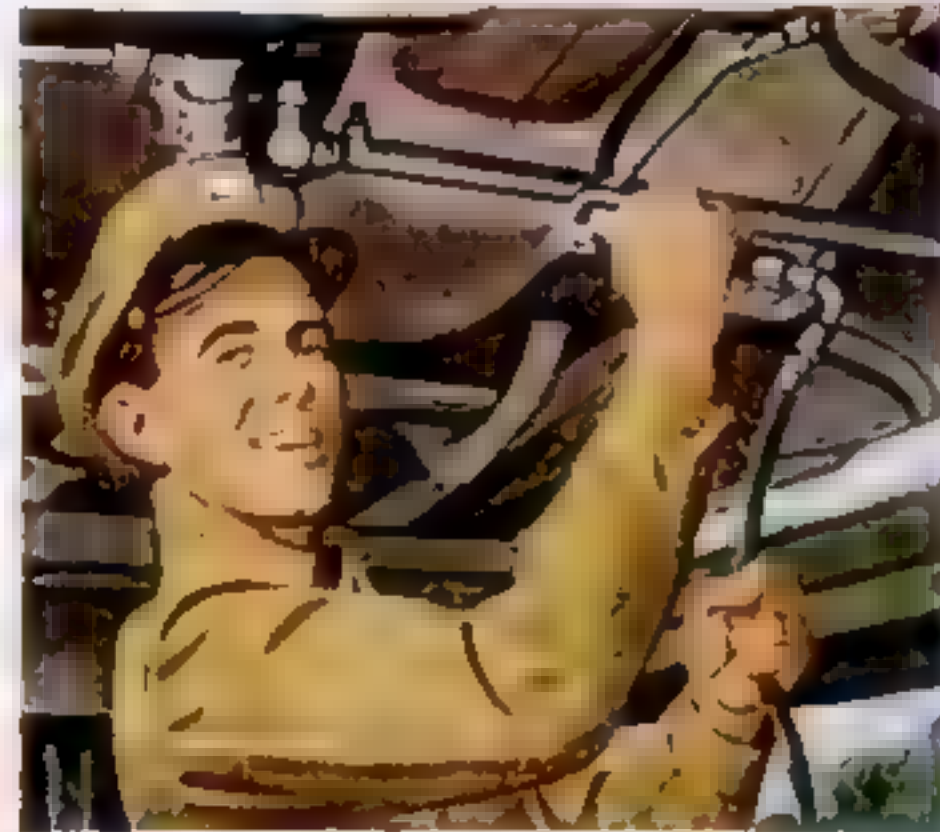
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Your Entire Car
with Mobilgas dealers'

Mobil- Care!



Have motor oil checked—brought to safe level with clean, fresh Mobiloil. Mobiloil helps keep engine parts free of deposits that can cause fuel waste, costly wear!



Ask for Scientific Mobilubrication — to help protect chassis friction points against dust, dirt — prevent squeaks, rattles. Chart showing your make and model car eliminates guesswork!

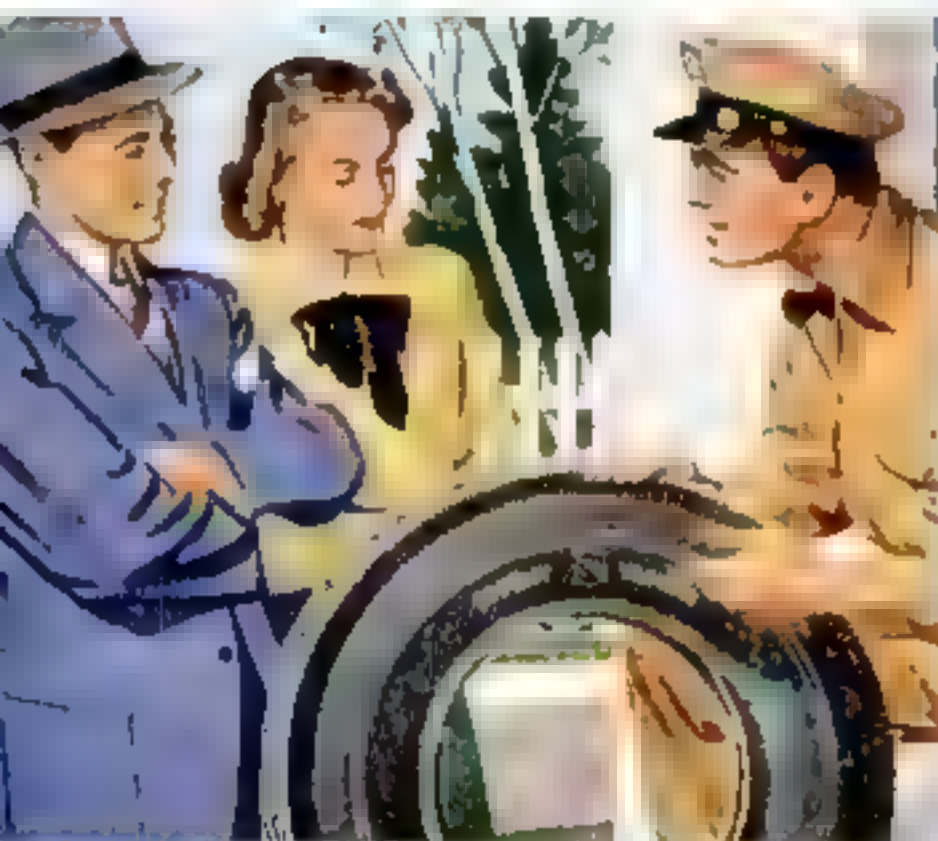
See Your Mobilgas

Pay—

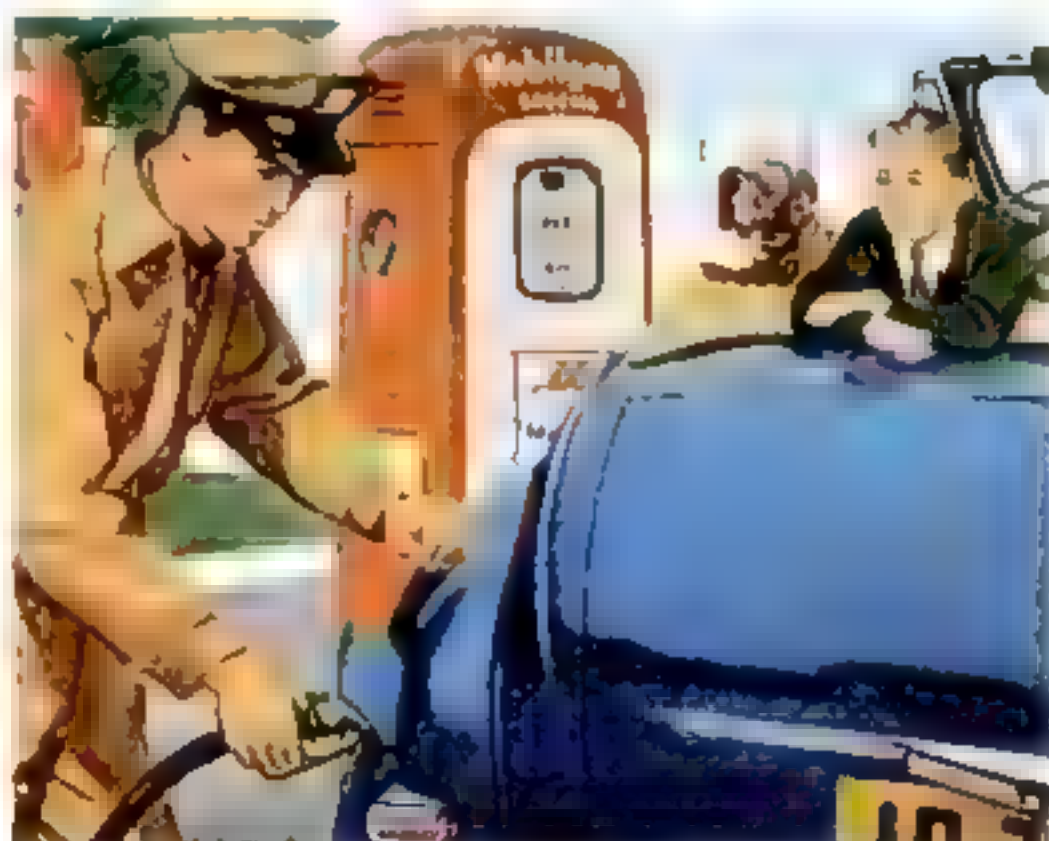
Keep
Your Car's
Engine



Mobiloil
Clean!



Why risk road trouble? Replace worn tires with rugged, dependable Mobil Tires—proved in millions of miles of use. Ask for Mobil inspection of all vital car parts and accessories!



Enjoy Flying Horsepower. Fill up with Mobilgas Special—U.S.A.'s favorite for peppy, long-distance mileage. Friendly Service goes with it!

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates:
MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



Mobilgas

SOCONY-VACUUM

Dealer—



AT THE SIGN OF
FRIENDLY SERVICE

Not just veal cutlets, but— Veal Cutlets baked with

YOU GET some nice, tender veal cutlets (they're in season right now)...

You get some Hunt's Tomato Sauce (*always* in season, and costs only a few cents)...

And you invite to dinner a couple of friends who know good food.

Then you follow the recipe for Veal Cutlets *Hunt Style*.

Your dinner will be wonderful. And your guests will ask for your recipe. *That's* when you tell 'em about the *all-tomato* goodness of Hunt's Tomato Sauce...

How it's *kettle-simmered* with fine spices and seasonings. Rich and thick and flavorful. Yet costs but a few cents a can. And tell 'em to add it to lots of low-cost dishes. Like —

Spaghetti, meat loaf, rice, stew, eggs, soups, gravies.

Buy Hunt's Tomato Sauce six cans at a time. It's so reasonable — *just a few cents a can*.



The wonderful cooking sauce from California



Veal Cutlets—Hunt Style

1½ lbs. veal cutlets, or 4 veal chops	2 cans Hunt's Tomato Sauce
Salt, pepper	2 tsp. parsley
Cracker crumbs	2 tsp. chives, if desired
4 tbsp. fat	½ tsp. lemon juice

Wipe cutlets or chops with damp cloth. Sprinkle with salt and pepper, cover with crumbs. Brown in 2 tablespoons fat. Remove meat and place in shallow baking dish. Mix 2 more tablespoons fat, Hunt's Tomato Sauce, parsley, chives, and lemon juice. Pour over meat. Bake in moderate oven (350°E) for 40 minutes or until tender. Makes 4 servings.

Hunt Foods, Inc., Los Angeles, California
Hunt's Fruits • Vegetables • Tomato Products

Hunt-for the best



AGAINST A BACKDROP OF SCHOOL BUILDINGS THE KENT CREW WORKS OUT TO DEFEND ITS HENLEY REGATTA CHAMPIONSHIP

KENT CREW TUNES UP FOR ENGLAND

New England schoolboy champions beat British at Henley last year, aim to do it again for fourth time

Three times since 1933 the eight-man varsity crew of Kent School has won schoolboy rowing's highest honor, the Thames Challenge Cup, at England's 109-year-old Royal Henley Regatta. The third time was last year, but no Kent crew has ever successfully defended the cup.

Last week a squad of 14 boys—most of them paying their own way (\$435) on the *Queen Elizabeth*—sailed for England in an attempt to break that jinx. The Kent crew is powerful but green.

Five members of the varsity (*above*), including No. 3 Oarsman Stuart Auchincloss (*cover*), will be rowing at Henley on June 30 for the first time. They will have stiff competition from a score of English rowing clubs, an Irish schoolboy crew and Princeton University's 150-pound varsity.

What football means to Notre Dame, rowing means to Kent. The school was founded in 1906 by the Rev. Frederick Sill, a onetime Columbia College coxswain who took vows of celibacy and

became an Episcopal monk. He located the school at Kent, Conn., right on the banks of the Housatonic River. As soon as Father Sill could manage it, which was not until 1922, Kent had a crew. Today it has 11 crews, six coaches and 110 boys (out of an enrolment of 300) who go out for rowing. Their most vociferous rooster is still Father Sill himself. Although now 74 and confined to a wheel chair by paralysis, he gets down to the dock almost every day to bawl instructions to the varsity (*next page*).

magic sleep
the whole night through
on a

Firestone

FOAMEX[®]

mattress



Full-depth Foamex mattress—Luxurious, air-cooled comfort tailor-made to cradle you with millions of buoyant air-filled latex cells.



Foamex-pad-over-springs mattress—Offers the exquisite comfort of resilient Foamex at a truly moderate cost to you.



see
what we
mean!

FREE — a sample of this amazing new material, *Foamex*. Use it for a complete spine, wake up spine, or cheek with *Foamex* as a magic rest. Take a sleep to a whole new level in *Foamex*. Go to the furniture department of your favorite store or write Firestone Akron, for your free sponge.

Now let the *Foamex* sandman bring you sleep all night long, every night (with luscious Sunday cat-naps for good measure).

Firestone *Foamex* mattresses are tailor-made to your slumber needs. Choose the one that suits you best—then enjoy such sleep-perfect nights, you'll wonder how you ever put up with old-fashioned complicated stuffings. ☆ ☆ Ask to be shown a *Foamex* mattress, and while you're in the furniture department, sink into the luxurious depths of a *Foamex*-cushioned easy chair.

Guaranteed by
Good Housekeeping



LET US SHOW YOU THE DIFFERENCE
BETWEEN *Foamex* AND OTHERS

Kent Crew CONTINUED



REGULAR KIBITZER at crew practice is Father Sill (in wheel chair), Kent School's founder. Despite paralysis he still takes an occasional ride in launch.



TRAINING FOR HENLEY, Kent crew snaps oars out of water at end of a stroke as Coxswain Daniel Hunter calls the beat. The 60-foot shell cost \$1,500.



WINDED after a strenuous time trial on the Housatonic, rowers rest on their oars. The Henley course is $1\frac{3}{8}$ miles, 189 yards longer than the Olympic distance.

FOR YOUR ALL-TIME GOOD TIME
*Jam packed with novelty,
music and mirth!*

7-Wonderful Songs

FOR THE MELODY TIME OF YOUR LIFE!

"MELODY TIME" • "PECOS BILL"

"BLUE SHADOWS"

"ONCE UPON A WINTERTIME"

"LITTLE TOOT"

"THE LORD IS GOOD TO ME"

"APPLE SONG"

**ROY
ROGERS**

STARRING IN
"PECOS BILL"

**Walt
Disney's**

GREAT NEW MUSICAL COMEDY

MELODY TIME

SONS OF
THE PIONEERS
IN
"PECOS BILL"

THE
ANDREWS
SISTERS
IN
"LITTLE TOOT"

FRANCES
LANGFORD
IN
"ONCE UPON A
WINTERTIME"

DENNIS DAY
AS
"JOHNNY
APPLESEED"

**BUDDY
CLARK**
AS SINGING MASTER
OF CEREMONIES

ETHEL SMITH
IN
"BLAME IT ON
THE SAMBA"

**FREDDY
MARTIN**
IN
"BUMBLE
BOOGIE"

FRED WARING
WITH THE HORNSTORMERS
THE DINNING SISTERS
JACK FINA AT THE PIANO
LORNA PRITEN AND
BOBBY DRISCOLL

COLOR BY TECHNICOLOR!

RELEASED THROUGH RKO RADIO PICTURES © WDP

WORLD PREMIERE AT THE FAMOUS ASTOR THEATER, BROADWAY, NEW YORK

*Served at the
Hollywood Home of
Mr. and Mrs. Bob Hope*



WHEN YOU and BOB HOPE RELAX...

WHETHER you shoot golf in the low 70's, like Bob "Hole-in-One" Hope, or celebrate when you break 100, you'll find Pabst Blue Ribbon Beer is always a pleasant, friendly companion.

That ever-faithful, *real beer flavor* you enjoy in Pabst Blue Ribbon

was achieved by 104 years of pioneering in the *Art of Brewing...* and the *Science of Blending.*

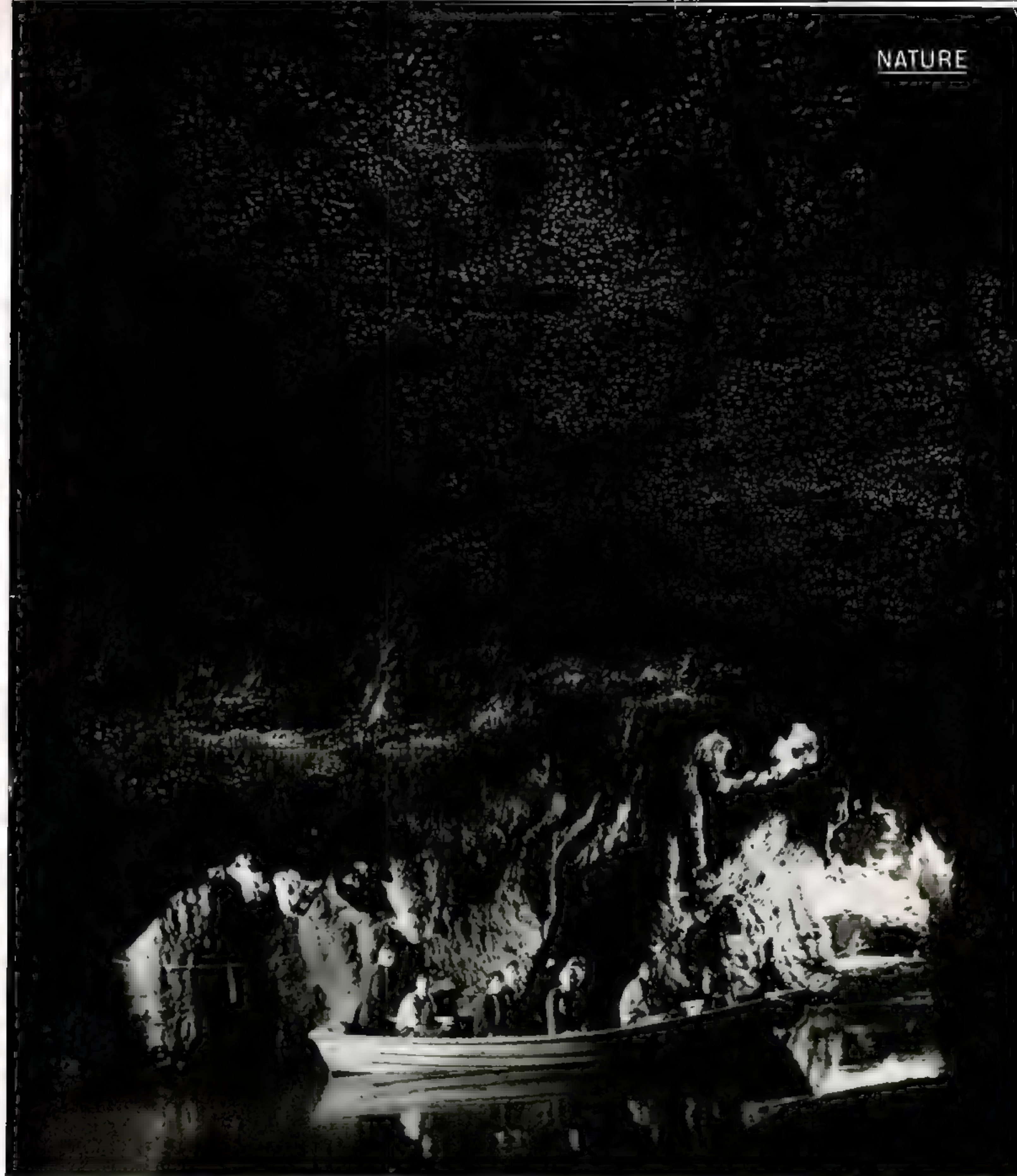
By tasting, by comparing, you will understand why millions have settled down to the real beer enjoyment that comes with blended, splendid Pabst Blue Ribbon.

Pabst
Blue Ribbon



33 FINE BREWS BLENDED INTO ONE GREAT BEER

Pabst, Blue Ribbon, and the representation of a blue ribbon, are the registered trade-marks of Pabst Brewing Company. Copy, 1948, Pabst Brewing Co., Milwaukee, Wis.



THOUSANDS OF THE GLOWWORMS ON THE ROOF AND WALLS OF NEW ZEALAND'S WAITOMO CAVE TURN ON THEIR LIGHTS WHILE A BOATLOAD OF TOURISTS LOOK ON

GLOWWORMS

Their bright taillights help snare insects in dark New Zealand cave

The strange and lovely place shown above is the Waitomo Cave in New Zealand and the lights shimmering on the cave roof are glowworms—a kind called *Arachnocampa luminosa*, found in New Zealand. Glowworms are the larval stage of a small flying insect, having hatched from eggs laid on the ceiling. Hanging in a self-spun hammock, each glowworm dangles beneath it a score of sticky threads. Then, through some process which still baffles scientists,

it turns on a blue-green light in its tail. Moths and midges, which are attracted by the light, fly to it and are entangled in a thread. Promptly the glowworm reels in the thread, swallowing it and insect together. After several months of glowing and eating, the worm becomes a chrysalis and later turns into a fly. Along with the insects it eats, the *Arachnocampa luminosa* attracts tourists, who are rowed through the cave to admire the glowworm galaxy.

You're on top of the world
when you've got P.A.



YES—a man with Pipe Appeal has something extra that appeals to the ladies. And with Prince Albert Smoking Tobacco in his pipe, he has something extra in smoking joy and comfort too.

P.A.* means **P**ipe **A**ppeal
P.A. means **P**rince **A**lbert

● When you try Prince Albert—you'll understand why it's America's largest-selling smoking tobacco. It's choice tobacco... rich tasting, mild, and tongue-easy. P.A. is specially treated to insure against tongue bite. Ask for Prince Albert—in the familiar red tin—at dealers' everywhere.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



P.A. IS BRAND FOR
CIGARETTE MAKING TOO.
THAT CRIMP CUT MAKES
IT SO EASY TO ROLL!

THE NATIONAL
JOY SMOKE



GLOWWORMS CONTINUED



GLOWWORM THREADS, each from 6 inches to 2 feet long, hang like stalactites from cave ceiling. Not luminous themselves, they shine here in the photographer's light. Sudden light or sound makes glowworms turn their lights off.



GLOBULES OF MUCOUS enlarge threads. Hanging in center is later stage of worm, the chrysalis. From it will emerge the adult glowworm, a fly twice the size of a mosquito, to which it is related. Fly lives only long enough to lay eggs.



THE WORMS are less than an inch long and carry a $\frac{1}{4}$ -inch light inside of their tails. The light is cold, produced almost entirely without heat, like that of the fireflies which, unlike these worms, use their light to attract their mates.



Looking for a medium-priced buy? Admire Bigelow's Beauvais #1806, a handsome carpet at around \$8.95* a sq. yd. (Many other patterns in Beauvais.)



Want a thrift-priced rug value? Choose Bigelow's Fervak #9402, a pleasing leaf design carpet at a price to please you pink; around \$6.75* a sq. yd.

*Slightly higher west of Rockies.

To every woman in America who wants a new carpet



EVERYTHING IN YOUR HOUSE says something about you.

Your taste and flair for living show in the flowers on the table... the books in the bookcases... the rug on the floor.

In choosing that all-important rug, you want just the right color and pattern to set the mood of the whole interior. Too, you want your rug to wear and to look wonderful all its life.

Read these facts... and then decide whether your Bigelow dealer isn't the man to see!

1. So many colors and patterns to choose from!

Bigelow gives you an eye-delighting choice—of smart colors, decorator patterns, dramatic new textures! More beauty per square yard than you've ever dreamed!

2. Complete price range to suit your purse!

Pay as little as \$5.50 a sq. yard—or whatever you like, up to \$16.95! Plenty of variety at every price level!

3. Top-quality wools give extra richness, wear!

Every Bigelow Rug is made of blended imported wools—each chosen to contribute special qualities of strength, body, luster. You get a better rug!

4. "Lively" wool gives your rug extra life!

Bigelow buys lively wool—keeps it lively with special quality controls from fleece to floor! It springs back underfoot—keeps your rug handsome all its long life!

5. "Traffic" tests prove superb wear!

Daily, thousands of factory workers tramp over Bigelow Rug samples—prove you can expect years of service from your Bigelow Rug!



Want something very special, at a within-reach price? Here's Bigelow's superb Cassandra #1122, a dramatic carpet with surface texture that's interesting to the eye, deep and soft to the feet. Around \$12.50* a sq. yd.

Bigelow Rugs and Carpets

Beauty you can see... quality you can trust... since 1825

Ford's out Front with

"The Car of the Year!"

THE ONE AND ONLY NEW CAR IN ITS FIELD



SAFETY

59% more rigid Lifeguard Body. New lower box-section frame with five cross-members. Lower center of gravity gives better roadability, greater safety, holds the car on an even keel on all kinds of roads.

New "Picture Window" Visibility all around. The windshield alone is almost a square foot bigger. There's more than 20 square feet of window area in the new Ford. You can really see out of the new Ford!



Larger, 35% Easier King-Size Brakes. Brakes that stop at a tip-toe touch, because built-in "Magic Action" uses momentum of the car for more stopping power—a real blessing, especially in traffic!



COMFORT

YOU RIDE BETWEEN THE WHEELS!

• You get a "Mid Ship" Ride in the level center section of the '49 Ford, where the going's smoothest. Plenty of hip and shoulder room for six on new sofa-wide seats!



BEAUTY

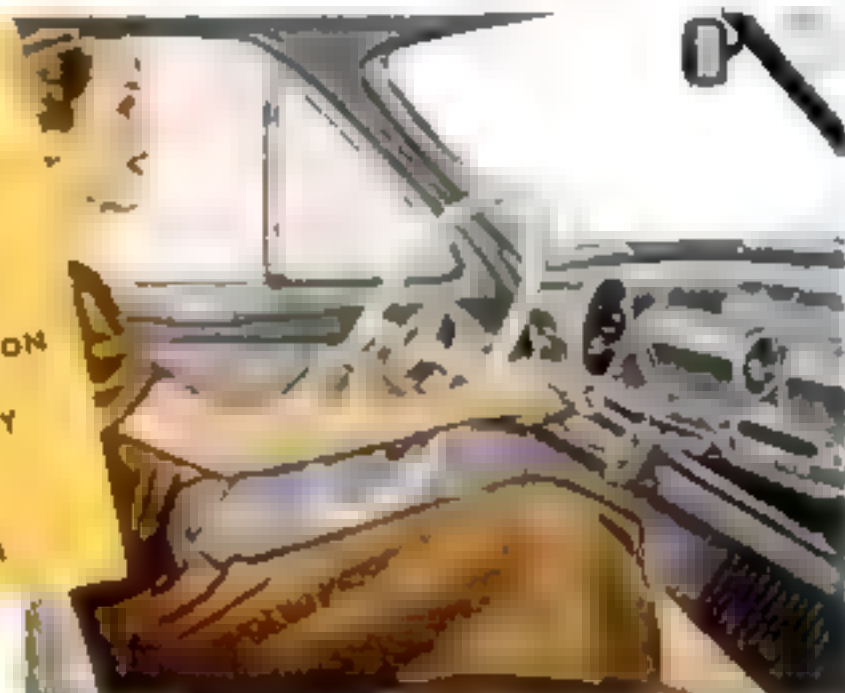
New low silhouette Beauty. Inside and outside, the entire car is new—new all the way through. Much lower, yet there's still ample road clearance and head room. You'll love the new low look!

New Beauty Protection—Side, Front and Rear. Extra-heavy, massive front and rear "Fender Guard" bumpers. A real help in tight spot parking! Handsome new "Body Guard" side rails, too!

10 New Colors that stay New! Ford's own special enamels are baked on rustproofed steel to help keep that wonderful "Show-room Complexion" under all weather and climate conditions.

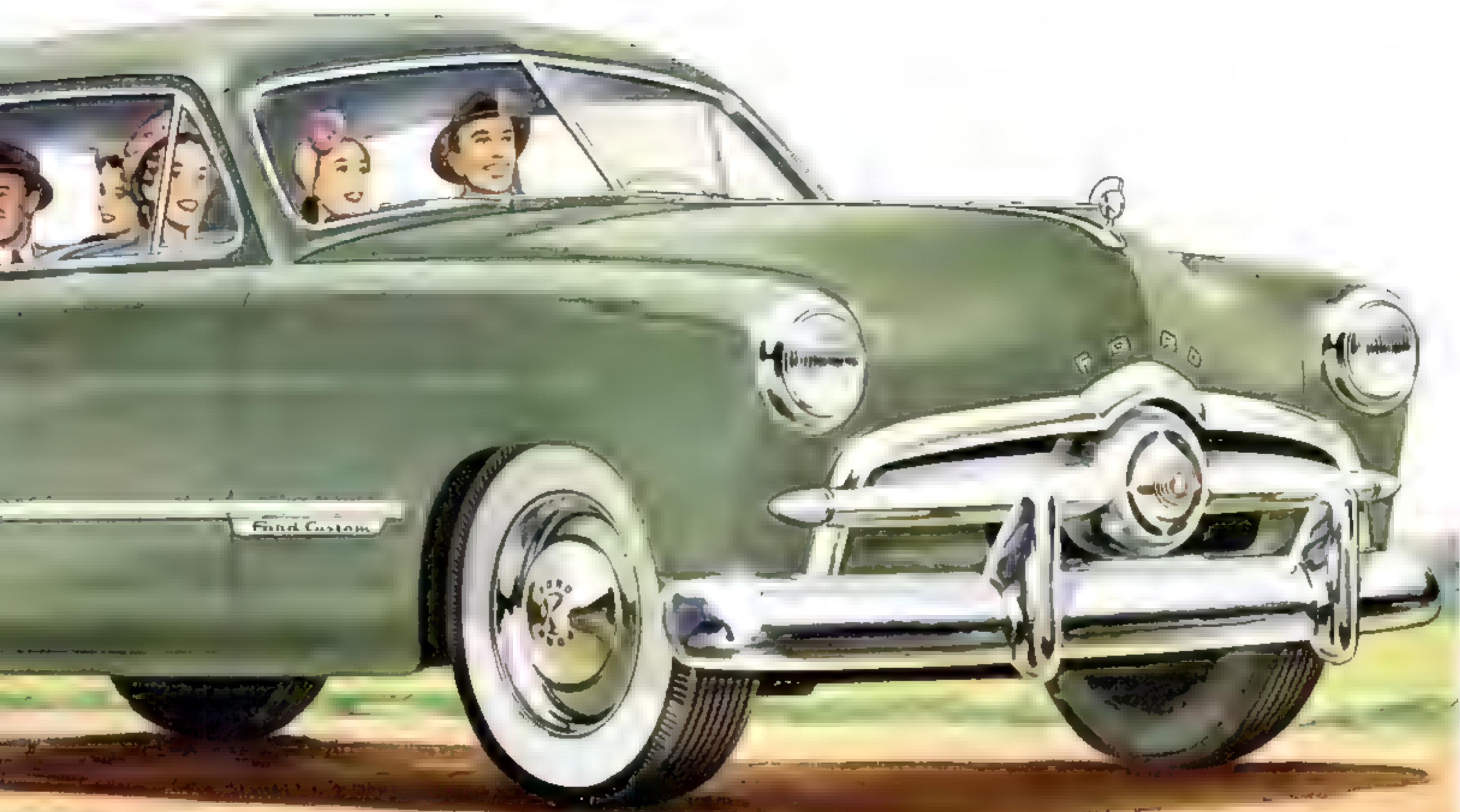
CHOICE OF COLOR

- Hard Tops**
1. BLACK
 2. BUCCANEER BEIGE
 3. BAYVIEW BLUE
 4. SEA MIST GREEN
 5. ARABIAN GREEN
 6. MIDLAND MAROON
 7. BIRCH GREY
 8. GUNMETAL GREY
- Convertibles**
9. FEZ RED
 10. MIAMI CREAM

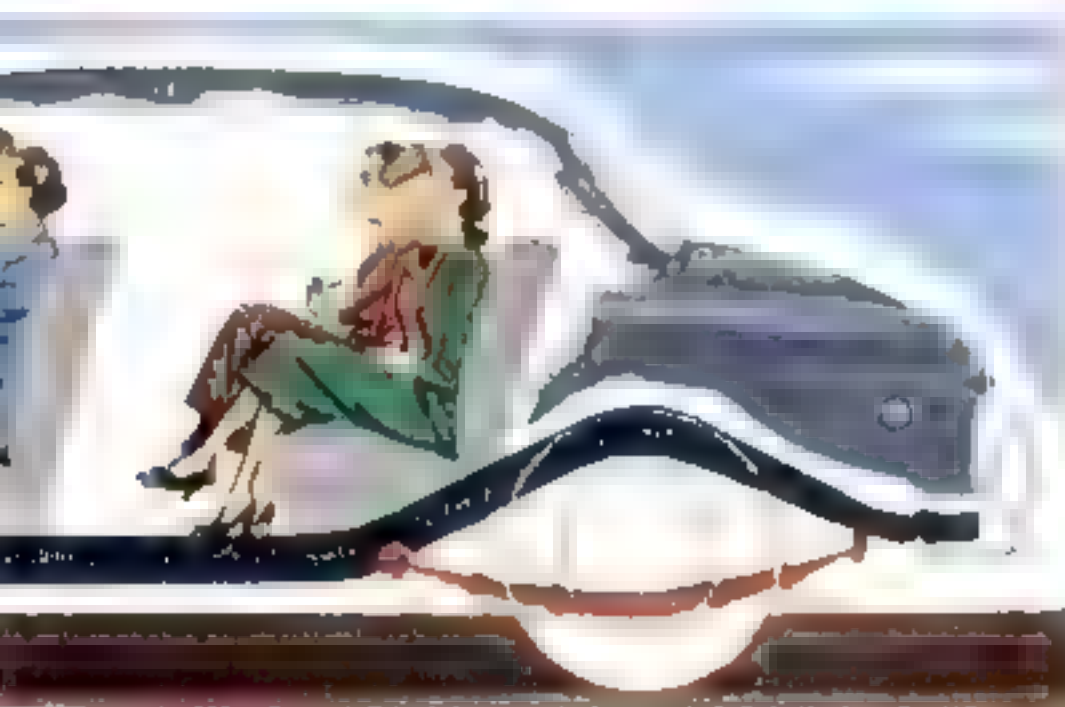


New "Flight Panel" dash . . . The instruments are compactly grouped around the speedometer for instant, easy visibility. To avoid any glare, the instruments are "black lighted." It's the most practical, best-looking instrument panel you ever saw!

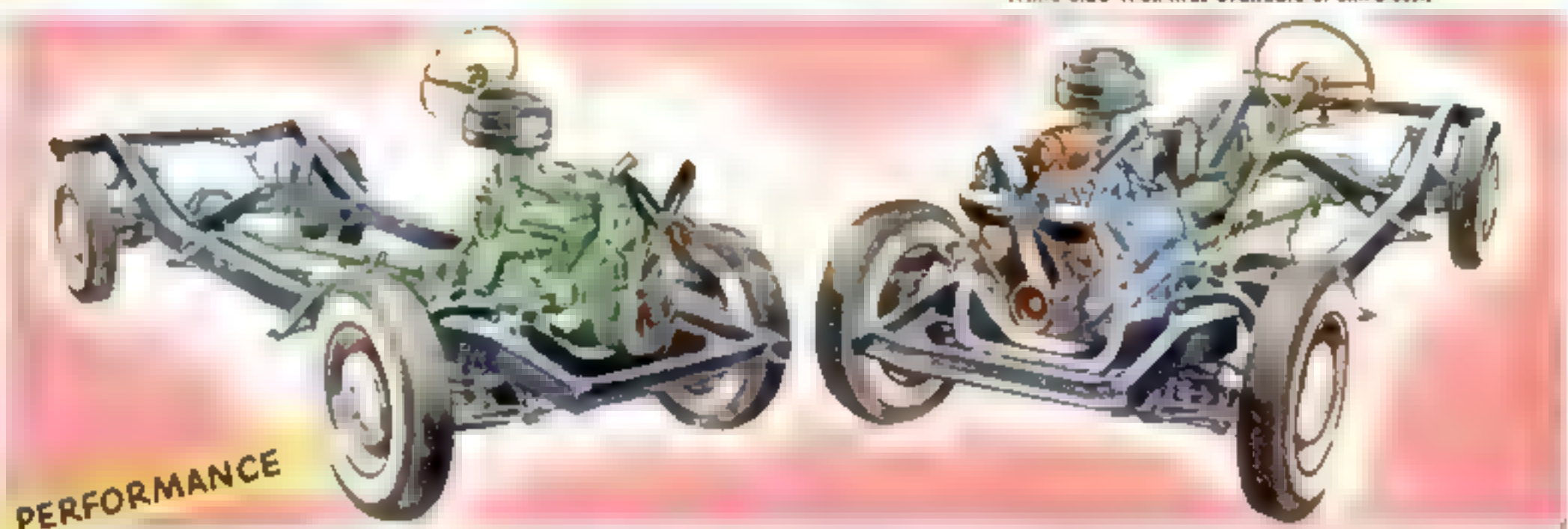




White Side Wall tires available at extra cost.



• New "Hydra-Coil" Front Springs combine coil springing with double-action aircraft-type hydraulic shock absorbers. • New extra-long, extra-strong "Para-Flex" Rear Springs are built parallel to the new frame. • New "Magic Air" Temperature Control, optional at extra cost, gives you year 'round interior comfort!

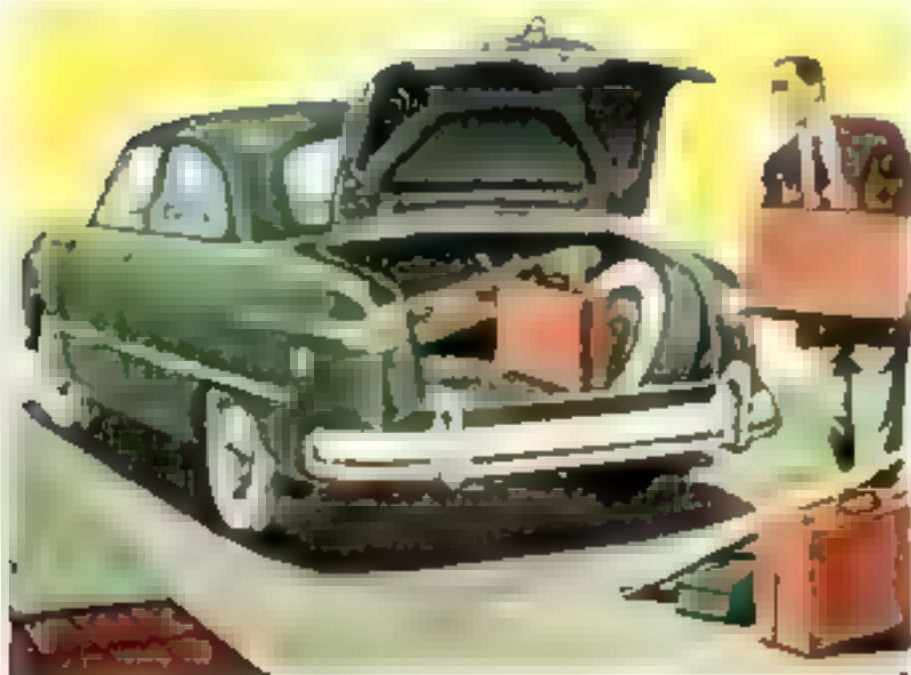


YOUR CHOICE OF 2 NEW ENGINES . . . V-8 OR SIX

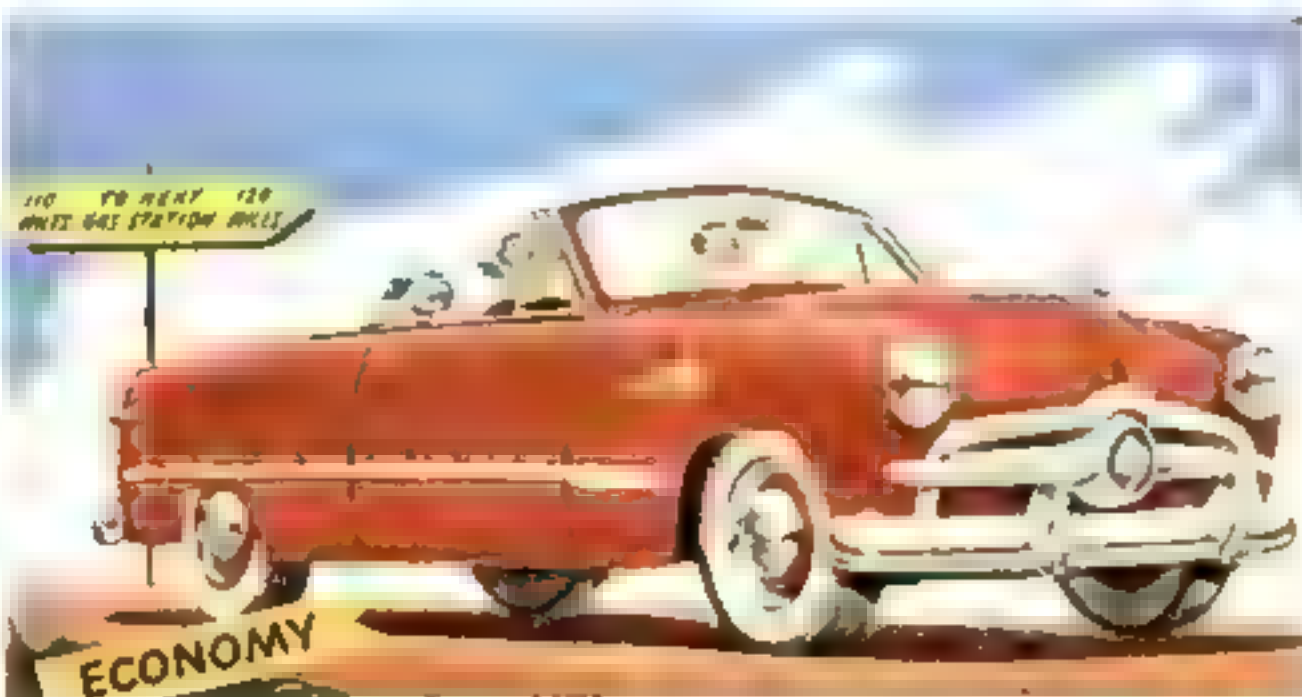
(100 H.P.)

(95 H.P.)

New Overdrive optional at extra cost New "Deep Breath" Manifold
New Top-Side distributor mount New Lubrication System
New "Equa-Flo" Cooling



57% more luggage space . . . You'll love the extra room in the new Ford "Deep Deck" Luggage Locker. In addition to the spare tire, you get 19 cubic feet of usable space—space you can really make good use of! That's plenty of space for the whole family's baggage!



More Miles per Gallon! . . . Yes, you can expect up to 10% better economy, thanks to new "Equa-Flo" Cooling, new lubrication system and "Deep Breath" Manifold.

The new Overdrive, optional at extra cost, is an automatic "fourth gear" that cuts engine speed 23%, saves about 15% of your gas at ordinary speeds, gives longer engine life.

There's a NEW

Ford
in your future





Everything Bill Does Is Just Right . . .

This note from Bill . . . it's the last perfect touch to my big press.

"Darling, I'll be waiting. Hope my voice still works when I see how beautiful you are. It's going to be a marvelous life."

Maybe I'm a bit naturally humble, but I feel that way about Bill. Wanting to live up to him . . . to have everything perfect. That's the thought behind the linens I monogrammed myself . . . behind my beautiful International Sterling pattern . . . solid silver with beauty that lives forever.

When you're a bride with "forever" written on your heart, choose the lifetime silver that lives up to your dreams. Pick your site, artist-designed patterns . . . among them, the perfect one for you. (And so, too, sterling holloware to harmonize, for family gifts.)

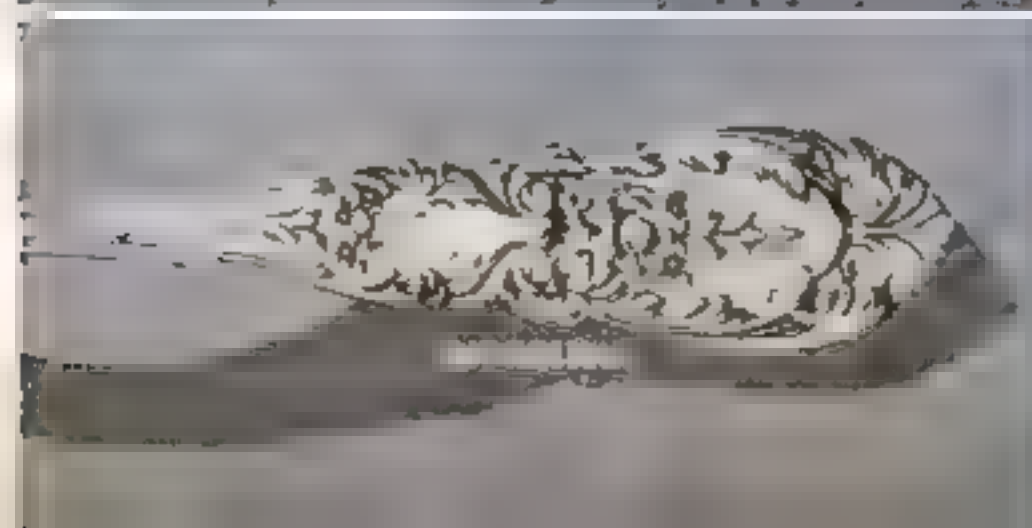
Good news: Prices on famous International Sterling have not been raised. 42 Piece, basic service for 8, in The Budget Chest \$168.50 (tax included). A true value today, in dollars as well as pride. Ask your dealer about his easy purchase plan.

All patterns shown are made by International Silver Co. in the U. S. A.

TUNE IN to "The Silver Summer Review," Friday, 9:30 p. m., E.D.S.T., CBS.

*International
Sterling*

© 1968 BY THE INTERNATIONAL SILVER COMPANY, MERIDEN, CT





A GIRL AT A HOLLYWOOD POOLSIDE WATCHES THE TOWN'S NEWEST ECCENTRIC, "THE MASKED SPOONER," APPEAR ONLY IN HIS MASK AND A PAIR OF TRUNKS

"THE MASKED SPOONER"

A Hollywood mystery man talks and pants his way to radio success

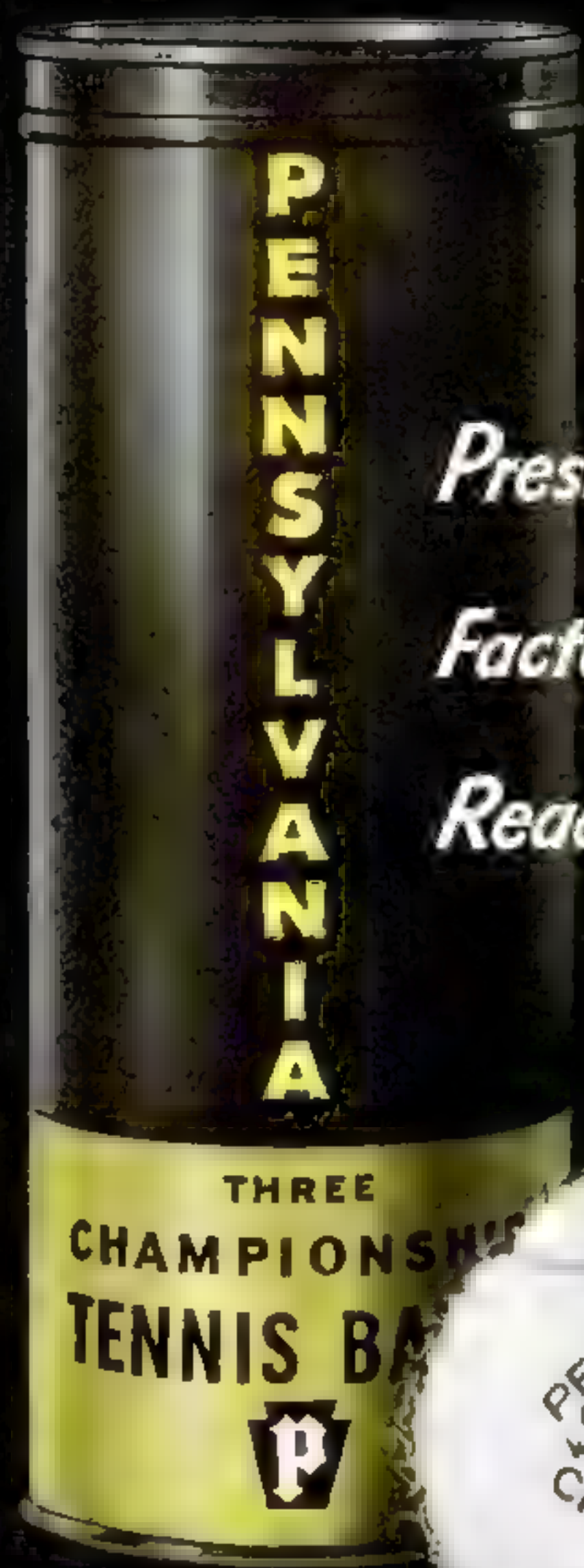
The mysterious gentleman cavorting in the pool above is a Hollywood radio "singer" who calls himself "The Masked Spooner." This name does not derive from the amphibious attentions which he is paying Miss Dorothy Harrington but from a peculiar singing style he has invented. The masks and accompanying paraphernalia (right) are artfully contrived to hide the Spooner's real secret: that he is not a famous movie star, as many of his listeners believe, but only a little-known radio announcer.

The Spooner redefined "spooning" technique about six months ago in a Saturday-night sustain-

ing program for ABC. Instead of singing the lyrics of a popular song he recited them thoroughly, with frequent pauses punctuated by heavy panting. This technique had a dynamic effect on West Coast bobby-soxers and made spooning a radio fixture. The Spooner, who recently went over to the Mutual network, now has bodyguards substitute spooners and an opera cape with a red satin lining. He wears the mask to meals as well as in the water (above) and gets hundreds of passionate fan letters, some of which read like this: "Oh, what you do to me! . . . I'm almost positive you're Alan Ladd!"



SPOONER AT WORK is fully covered in mask, cape and gloves. Mask helps muffle voice as he groans so fans.



Pressure-packed...

Factory-fresh...

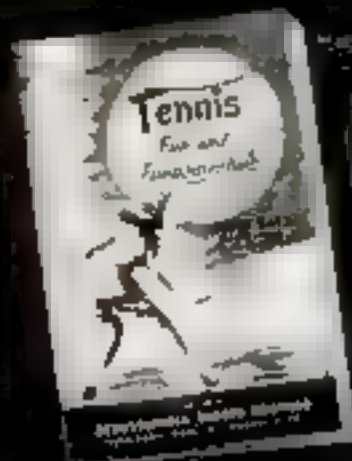
Ready to serve



PENNSYLVANIA

World's Largest Manufacturer of Tennis Balls

Prescribed for beginners...preferred by
champions...Pennsylvania Tennis Balls
are expertly made
for long, hard, accurate play!



Improve your game! Get your free copy of
Pennsylvania's great new tennis skill book by
Bruce Barnes, former Davis Cup Team Coach.
Available now wherever Pennsylvania Athletic
Goods are sold!

PENNSYLVANIA RUBBER CO. PENN-CRAFT PARK • JEANNETTE, PA.

The Masked Spooner CONTINUED



EATING THROUGH MASK is difficult for Spooner, shown here at Brown Derby, since hood has no mouth opening and spaghetti must be passed under it.



ARGUING WITH COPS is routine for Spooner, who is harassed by Los Angeles ordinance forbidding use of masks. Here his two bodyguards assist him.



FLEEING THE STUDIO, Spooner changes clothes in car. He often dresses an associate in costume, appears unmasked with him to keep public confused.



"For my two boys...
three and thirty!"

Active men and boys are hard on clothes.

So the wise shopper looks for long wear as well as style.

Hanes Shirts and Fig Leaf Briefs are made of
Hanespun combed yarn. This Brief has a superior quality elastic
waistband and elastic in leg openings. Gentle
athletic support. Double-panel seat. In cellophane packages.

Value buys at 85c to \$1.25. Shirts, 70c to \$1.



The boy, above, tussling with Dad
is happy in a Hanes Basque Shirt.
In many exciting color combina-
tions that sun or tub won't fade.
Securely stitched for rugged wear.
Only \$1 for ages 2 to 6, \$1.25 for
ages 8 to 14.



You'll like the look and feel of a Hanes SVEDE-
KNIT® Sport Slirt. In sage green, sky blue,
palomino tan, canary, pearl gray and white. All
fast. Small, medium, large and extra large.
Raglan shoulders. Nothing finer in the stores
for \$1.85 to \$2.25.

*Reg. U. S. Pat. Off.



Be happy in



— the label of quality knitting in underwear and sportswear



THE FIRST PUBLISHED COLOR PHOTOGRAPH OF MARS GIVES A REVEALING ASTRONOMER'S-EYE VIEW OF THE PLANET'S GREEN VEGETATION, ORANGE WASTELAND



DR. KUIPER SIGHTS THROUGH TELESCOPE USED TO PHOTOGRAPH MARS

MARS IN COLOR

Newest photographs and studies disclose that life on planet is limited to simple vegetation



TINY RECEIVER in spectroscopy tube is the size of matchhead (right).

Of all the celestial bodies that move within the sight of man the planet Mars is the most intriguing. Apart from our earth it is the only planet capable of supporting life. In the heavens Mars appears to the naked eye as a bright, ruddy spark in the constellation of Leo. In the picture on opposite page it appears as only astronomers with powerful telescopes have ever seen it—an orange globe mottled with green, capped on its northern pole (at bottom) by a pale mantle of frost. The photograph, made by Dr. G. P. Kuiper with the 82-inch telescopic camera at McDonald

Observatory in Texas, is one of the few color pictures ever taken of the planet and is the first ever to be published.

Serious speculation about life on Mars began at least 60 years ago with the discovery that the planet had polar ice caps, patches of green and vague markings which some observers took to be canals. It was suggested that the green might be grass or cultivated fields irrigated by the "canals" carrying water from the melting ice caps. For years authors have seized upon this questionable evidence to conjure up fantasies of a great Martian civilization. Last February these fanciful notions were put to scientific test—and found wanting. Taking advantage of the planet's nearness to the earth at that time (only 63 million miles away), Dr. Kuiper used a new infrared spectrometer built around a tiny, ultrasensitive tube (above) to analyze the light reflected from its surface. His recently released findings establish these facts: Mars has an atmosphere similar to that found 50,000 feet above the earth. Its two polar caps are actually thin sheets of snow or frost. Its green patches are vegetation, but of the lowest order, lichens which live by drawing moisture from the air. The orange area is windswept desert. The "canals" are natural valleys. The presence of vegetation could mean that life is just beginning on Mars, but Kuiper thinks otherwise. To him the lowly lichens represent life's last stand on the Red Planet.

The Girl

WEARS A CABANA COAT
FAULTLESSLY DESIGNED
BY FRANCES SIDER

Her Car

FAULTLESSLY
LUBRICATED WITH
VALVOLINE...
MADE EXCLUSIVELY
FROM PENNSYLVANIA
CRUDE OILS...
THE WORLD'S FINEST



VALVOLINE

The Original Pennsylvania

MOTOR OIL

UNCONDITIONALLY GUARANTEED

Ask for VALVOLINE the next time your car needs service

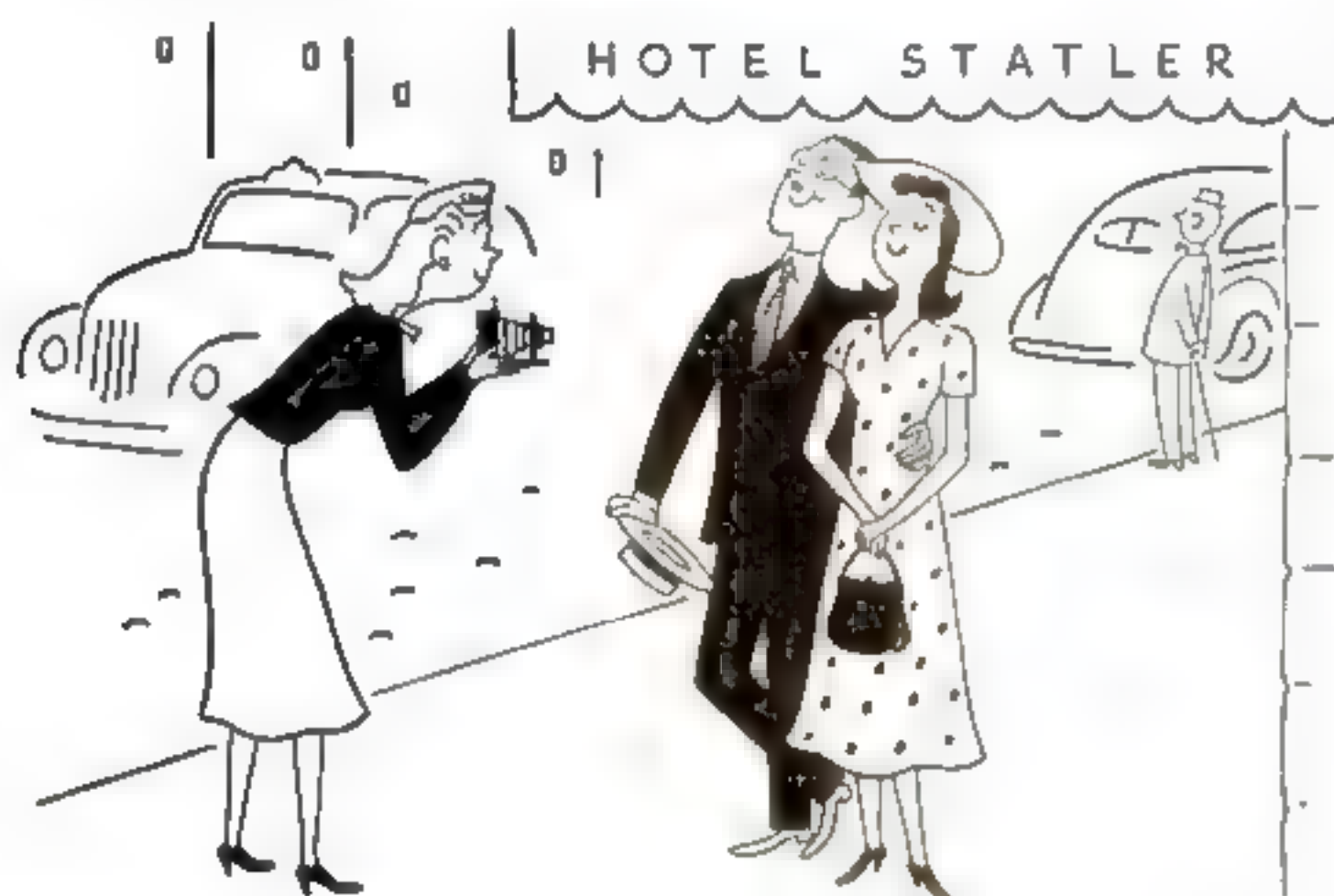
Freedom-Valvoline Oil Company, Freedom, Pennsylvania — New York, Toronto, Pittsburgh, Detroit, Atlanta, Cincinnati, Chicago, St. Louis, Los Angeles, San Francisco, Portland, Seattle, Vancouver, B. C.



- 1.** Fretful Fred and family found a swell surprise in store
When on their summer journey they drove up to Statler's door—
A brand-new Statler service, one to win a traveler's praise,
A friendly "Service Aide" was there to help a hundred ways.



- 2.** The "Service Aide" took charge of things; Fred didn't have to fret.
Their spacious rooms were lovely, just the kind they'd hoped to get.
Of course, like all the Statler rooms, they had those famous beds
With all eight hundred springs and more for travel-weary heads.



- 3.** She knew the sights they ought to see and told them how to go,
And she helped Fred and Mrs. Fred select their evening's show.
She got a sitter for the kids so Mom would not be nervous,
And took their pictures when they asked. (Another Statler service.)



- 4.** A super Statler breakfast set the traveling family cheering.
"I'm really sorry," Fred exclaimed, "the time to leave is nearing,
For everything at Statler—meals and bath and room and bed—
Has exceeded expectations!" . . . "I agree!" cried Mrs. Fred.



- 5.** The "Service Aide" was right on hand to wish them all farewell.
She helped them plan the route to take and gave them maps as well.
"No wonder travelers all," cried Fred, "rate Statler with the best,
For these hotels sure make you feel you really are a guest!"



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Now you can make your reservations by teletype! Complete teletype service is now in operation at every Statler Hotel. For immediate replies, without uncertainty, use the teletype service near you.

Leon Kroll



SELF-PORTRAIT shows Kroll, 59. Says he, "Painting is fascinating even when motif's my own mug."



"NUDE BACK" PORTRAYS A DANCER WHOSE BACK, SAYS KROLL, HAS BEAUTIFUL PLANES

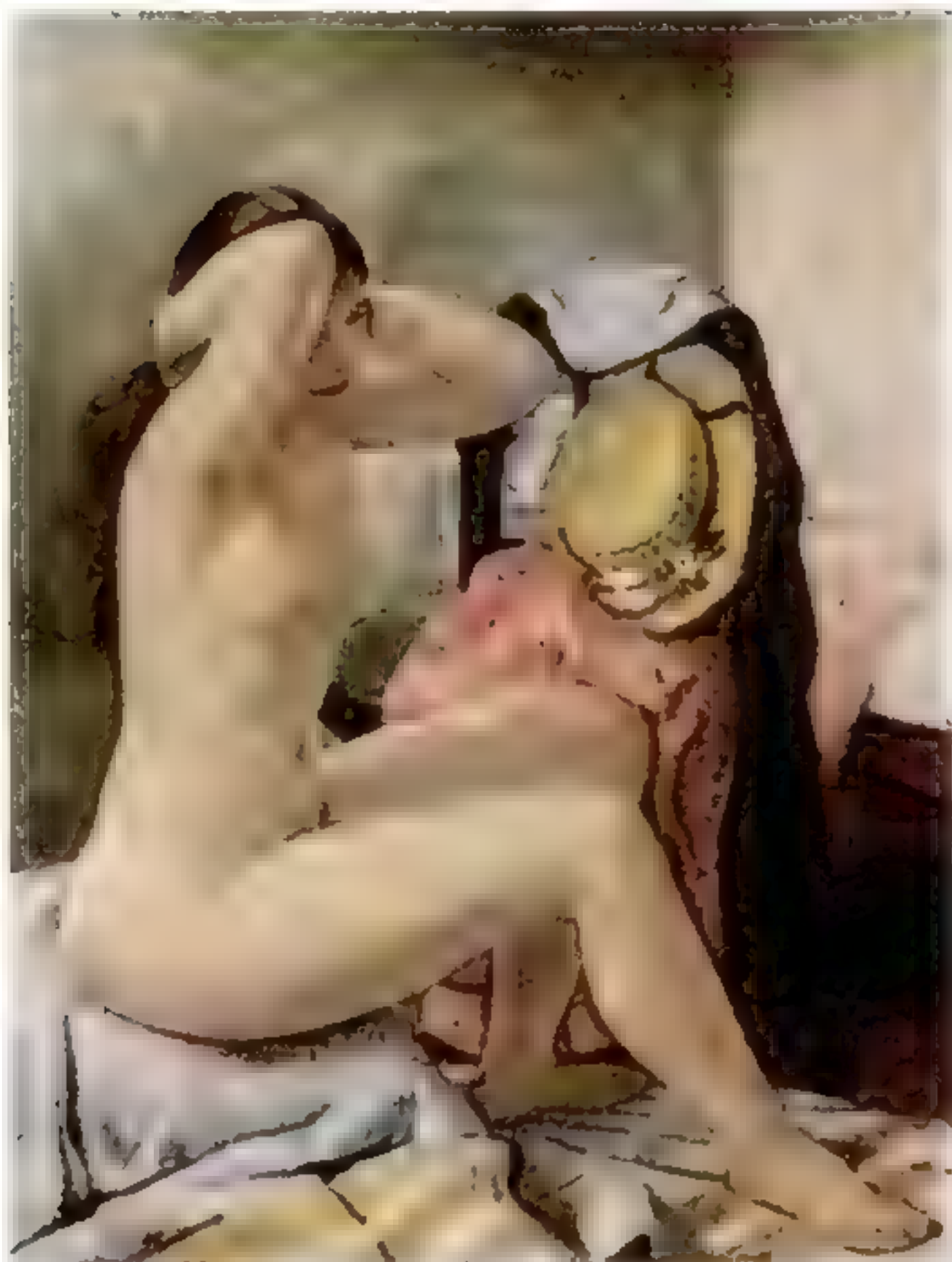
HE IS DEAN OF U.S. NUDE-PAINTERS

At the age of 63, when most businessmen are thinking of retiring, Leon Kroll is having the busiest time of his life just doing what comes naturally. He is painting nudes. Like nearly all artists from the Renaissance onward, Kroll regards the female form with its curves, colors, hollows, humps, lights, shadows and textures as a perfect subject for art. But whereas many modern painters are impelled to distort female anatomy, as if it were viewed through the bottom of a cracked highball glass, Kroll blandly reproduces nature's work more or less as it really is. Today Kroll's paintings are owned by almost every major museum in the country,

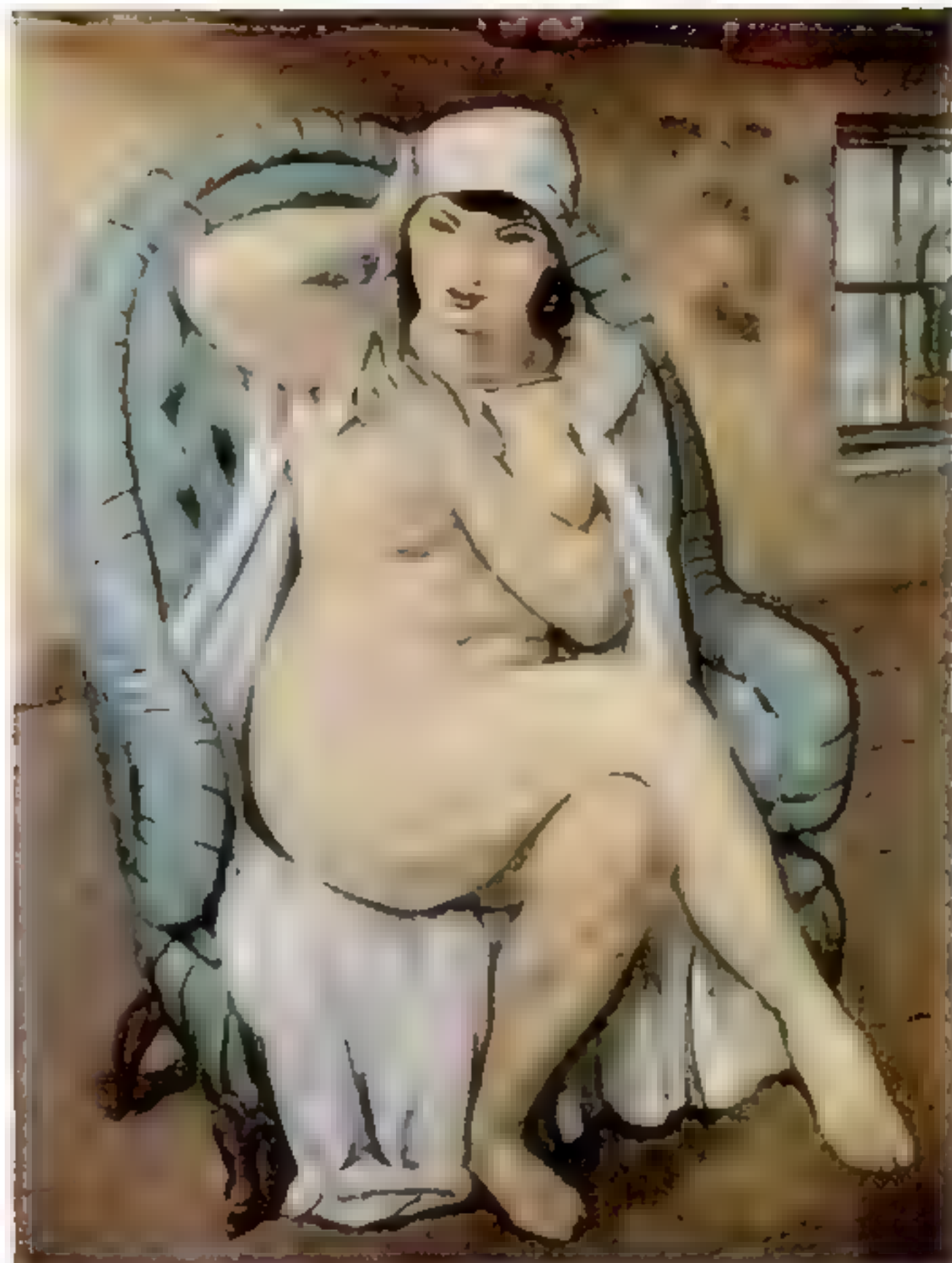
and he is revered as the dean of nude-painters. *LIFE* herewith offers five examples of the work which has brought Kroll to his happy eminence.

Kroll, who was born in New York and still lives there with his wife and daughter, has done about 100 nudes since he began painting. He paints slowly, often taking 40 sittings of three hours each to finish a subject. The faces of his models bear a family resemblance and many think they look like Genevieve, his French wife whom he describes as a "real beauty." Explaining his predilection for nudes, Kroll says, "They aren't just sexy representations. . . . Heroic and handsome, that's the way women look to me."

CONTINUED ON NEXT PAGE



SEATED NUDE portrays a young art student who brought her paintings to Leon Kroll's studio to be criticized. "She had skin like a peach," says Critic Kroll.

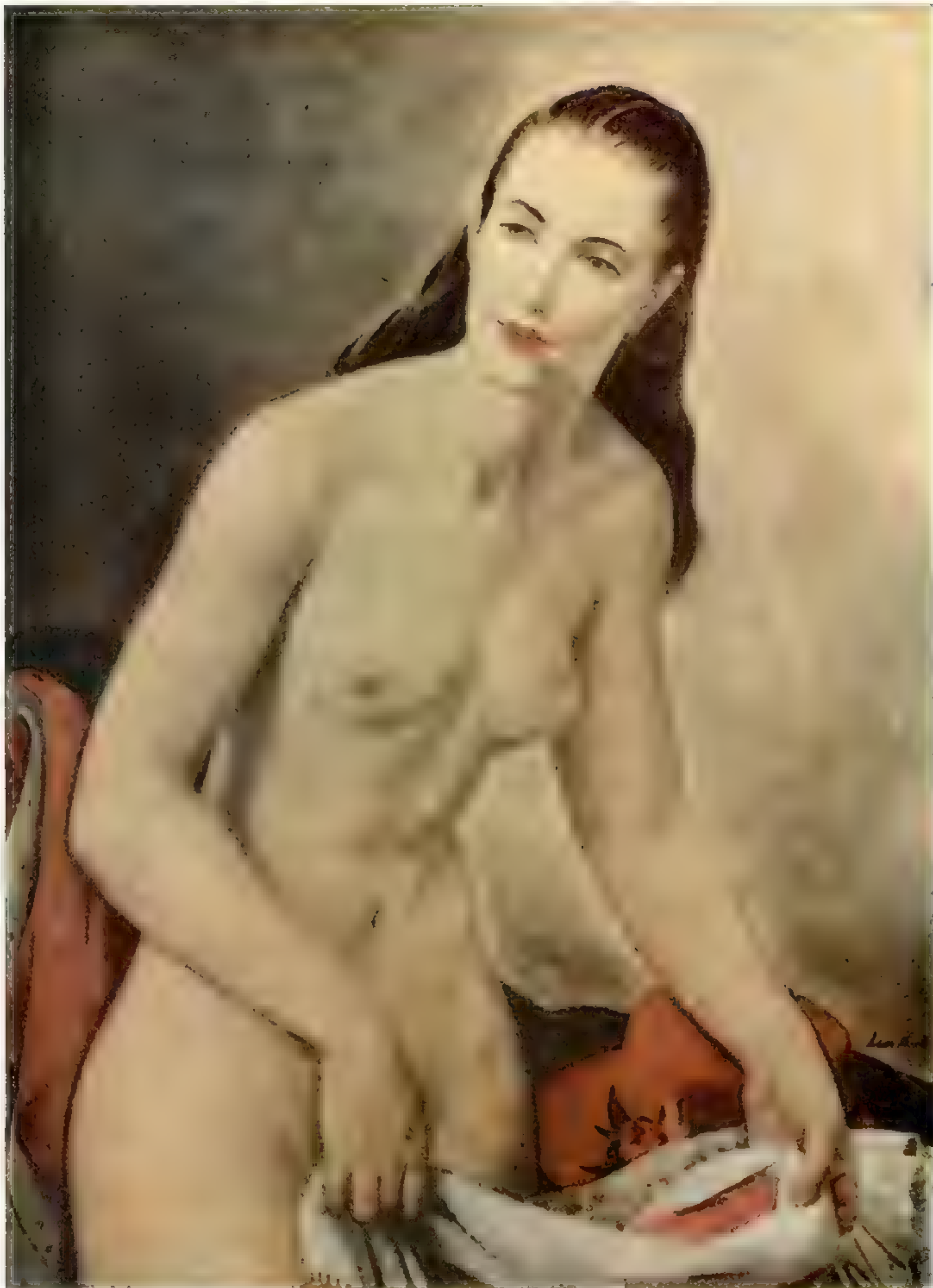


NUDE IN BLUE shows model in usual Kroll studio apparel: bathrobe and bandanna. This painting is now owned by the Whitney Museum in New York City.



THE POOL was painted near Kroll's summer studio at Folly Cove, Cape Ann, Mass. Kroll painted girls outdoors as they posed in his own garden

and later worked them into rocky background. Kroll says that his models were mostly girls studying art, who wanted to earn a few extra pennies.



ADOLESCENT GIRL portrays a young dancer whom Leon Kroll considers "quite lovely." Musing on his many models, Kroll observes, "Girls aren't as

squeamish as they used to be. Isadora Duncan, the dancer, did a good job undressing them. The prettier a girl is, the less reluctant she is to show off her beauty

New! The Bronze Angel Look—a glowing, velvety summer tan. Never "cakey"... never shiny!

**Newest kind of
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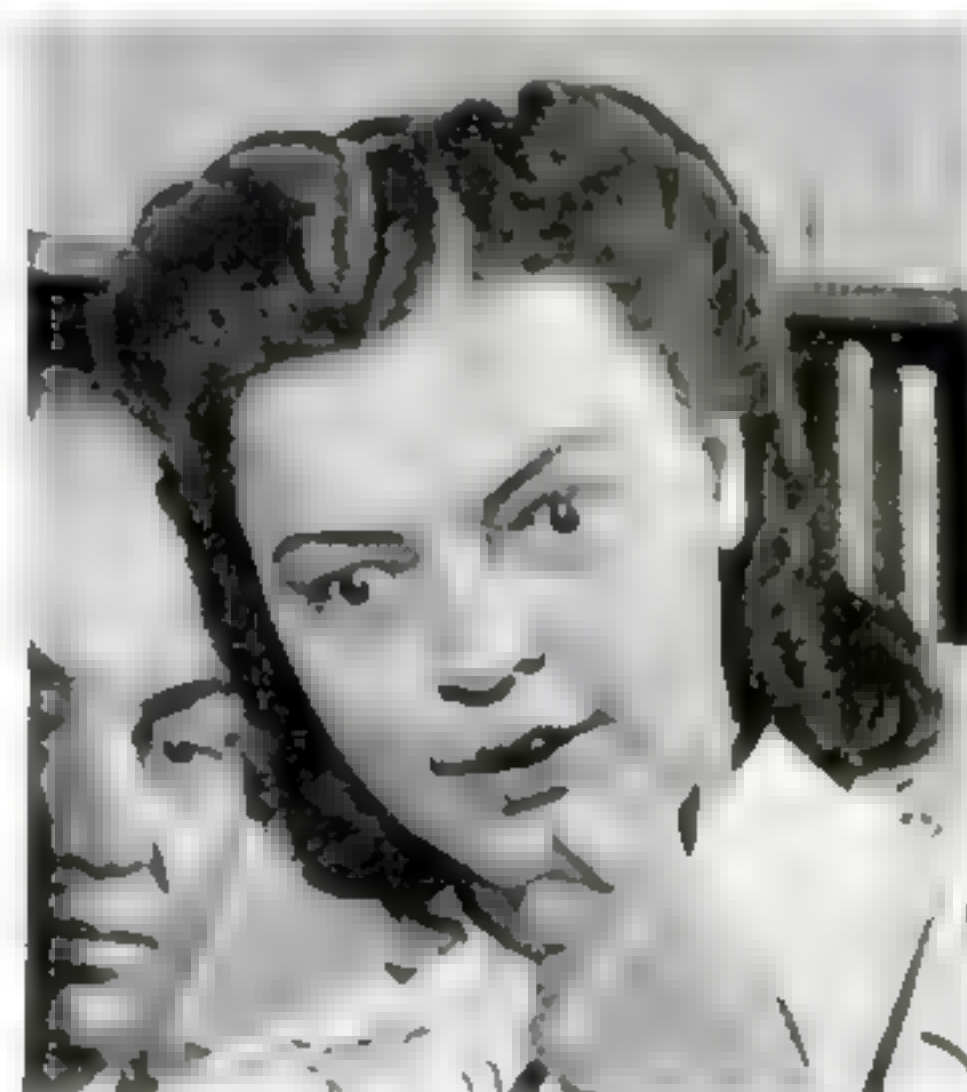
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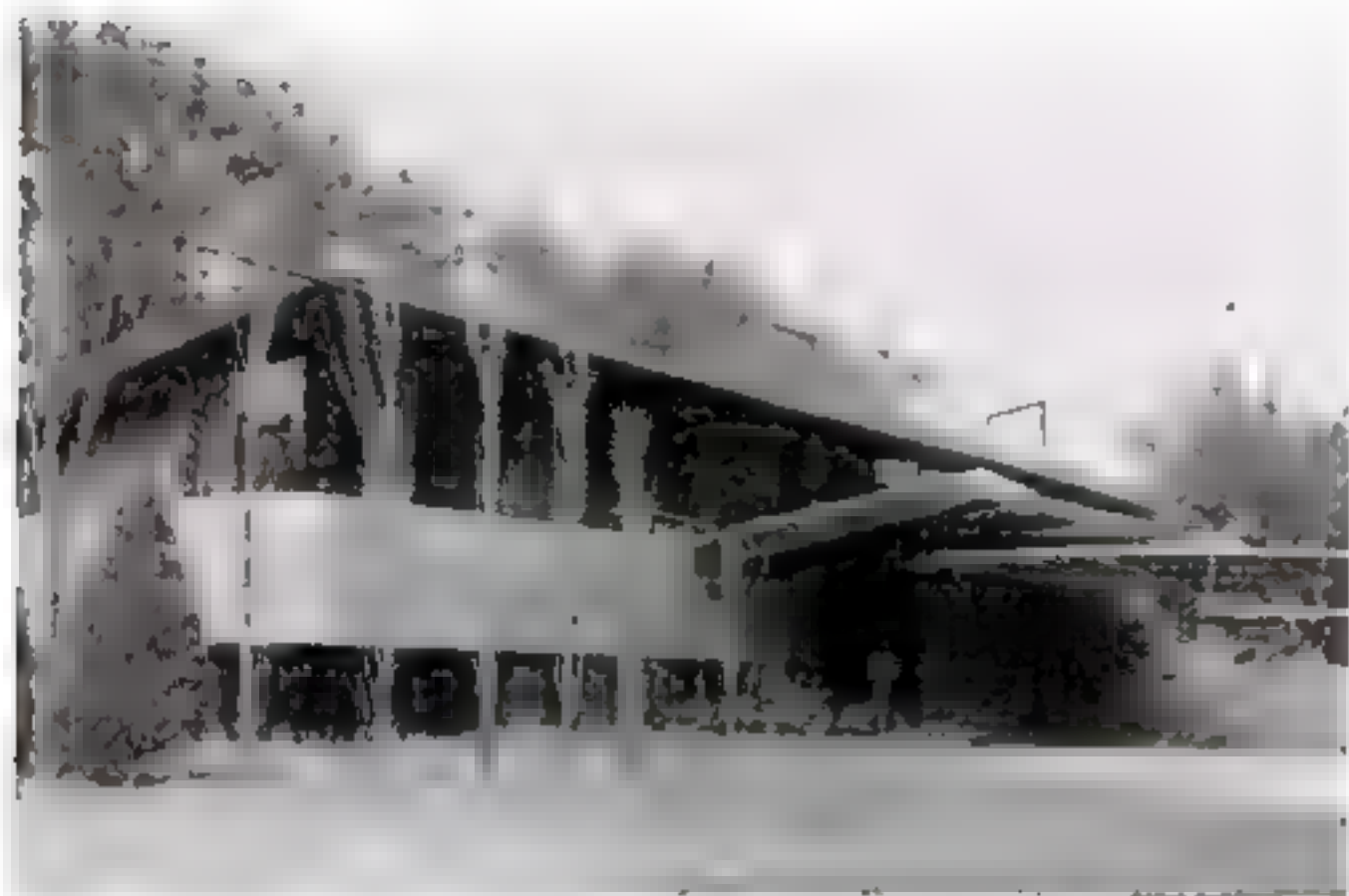


CONSTERNATION AND BEWILDERMENT IN OKLAHOMA

A large crowd gathered to look at something in Norman, Okla. last month. Norman is a college town (University of Oklahoma) and hence more hardened to strange sights and unexpected doings than the average U.S. city of 22,000. Nevertheless some 14,500 persons, including visitors from surrounding areas, the biggest nonathletic crowd in Norman's history, stood in line to look and, as the photographs above show, to register many degrees of surprise.

TO SEE WHAT SURPRISED NORMAN, TURN THE PAGE ➡





EXTERIOR OF HOUSE REBUFFED MANY. INTERIOR WAS FAR MORE POPULAR

ULTRAMODERN HOUSE

Set down in a conservative neighborhood, its ramp, pool and disc roofs jar the sightseers

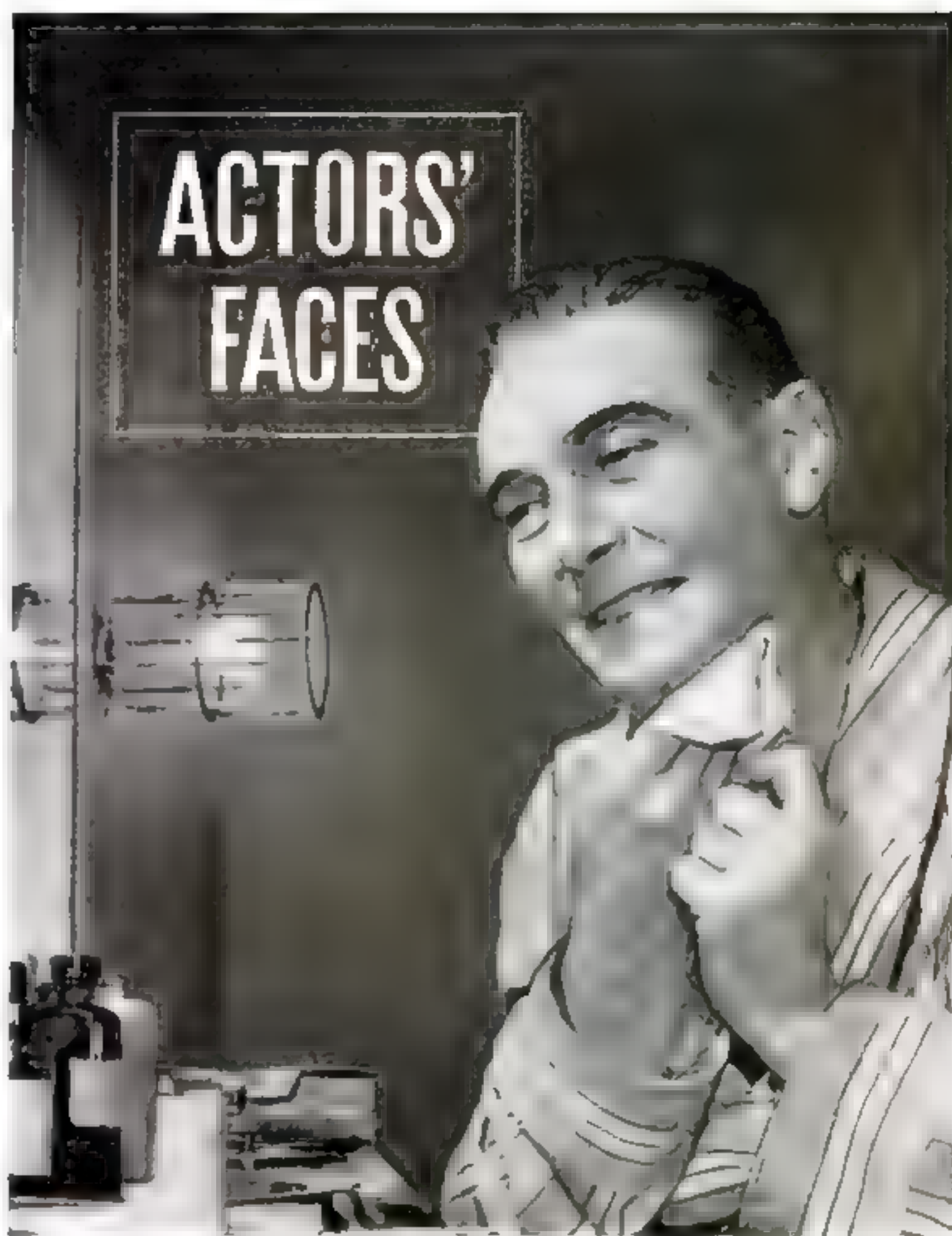
What popped Norman's eyes last month was a new house which had been designed for a well-to-do oil man, H. E. Ledbetter, by Bruce Goff, one of the most imaginative and individualistic architects in the U.S. Goff, who believes that modern architecture has itself become far too stereotyped, incorporated in the Ledbetter house such things as a pool into which water drips from stones set in a wall, a wooden ramp instead of a staircase, windows set at an angle in the wall to catch the prevailing southeast breeze, mysterious big aluminum discs (*next page*) and corrugated aluminum panels. The interior walls, almost none of which run all the way up to the red cedar ceiling, are clear plate glass with curtains which can be pulled for privacy. Some doors are actually flexible screens. The small glass insets in window and door panels (*at right in picture on opposite page*) turn out to be dime-store ashtrays.

Despite this last concession to economy the owner ran into cost trouble. Originally planned for about \$15,000, Ledbetter knew even before construction began that the cost would be at least \$33,000 and he now estimates, with the landscaping completed, it will be around \$60,000. He has abandoned all thought of living in the house and has put it up for sale. The recent public inspection, inspired by the tremendous curiosity that the house caused, was held by the American Legion and Alpha Gamma Delta to raise money for a local charity. During the inspection an elderly lady approached Architect Goff. "Mr. Goff," she asked, "would you live in this house yourself?" Goff, who is chairman of the University of Oklahoma's School of Architecture, replied, "Oh my, no. It's much too conventional for me."



KITCHEN which is all electric was favorably commented on. Its big window overlooks the driveway. A breakfast bar divides it from dining space (*left*).

← GLASS DIVIDES GARDEN ROOM (FOREGROUND) AND LIVING ROOM



PAUL LUKAS, shown here in his dressing room, demonstrates how removing stage make-up can make an actor's face tender, extra-sensitive. That's the reason so many Broadway and Hollywood stars rely on Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY PAUL LUKAS SHAVES WITH SOOTHING WILLIAMS SHAVING CREAM

A favorite star of stage and screen, Paul Lukas says: "Removing the heavy make-up I have to wear while acting makes my face extremely sensitive. But I always can shave as closely as I wish—without soreness or annoying irritation—when I use Williams Shaving Cream."

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LIFE IN MASSACHUSETTS

More residents of Massachusetts read LIFE than any other weekly magazine — 990,000 every week! As a matter of statistical fact, LIFE is the most widely read weekly magazine in every other state, too. LIFE is popular with all ages and both sexes. It is read by 10,700,000 men, 10,150,000 women, and 5,150,000 young people from 10 to 19 years of age.

26 Million Readers Coast to Coast

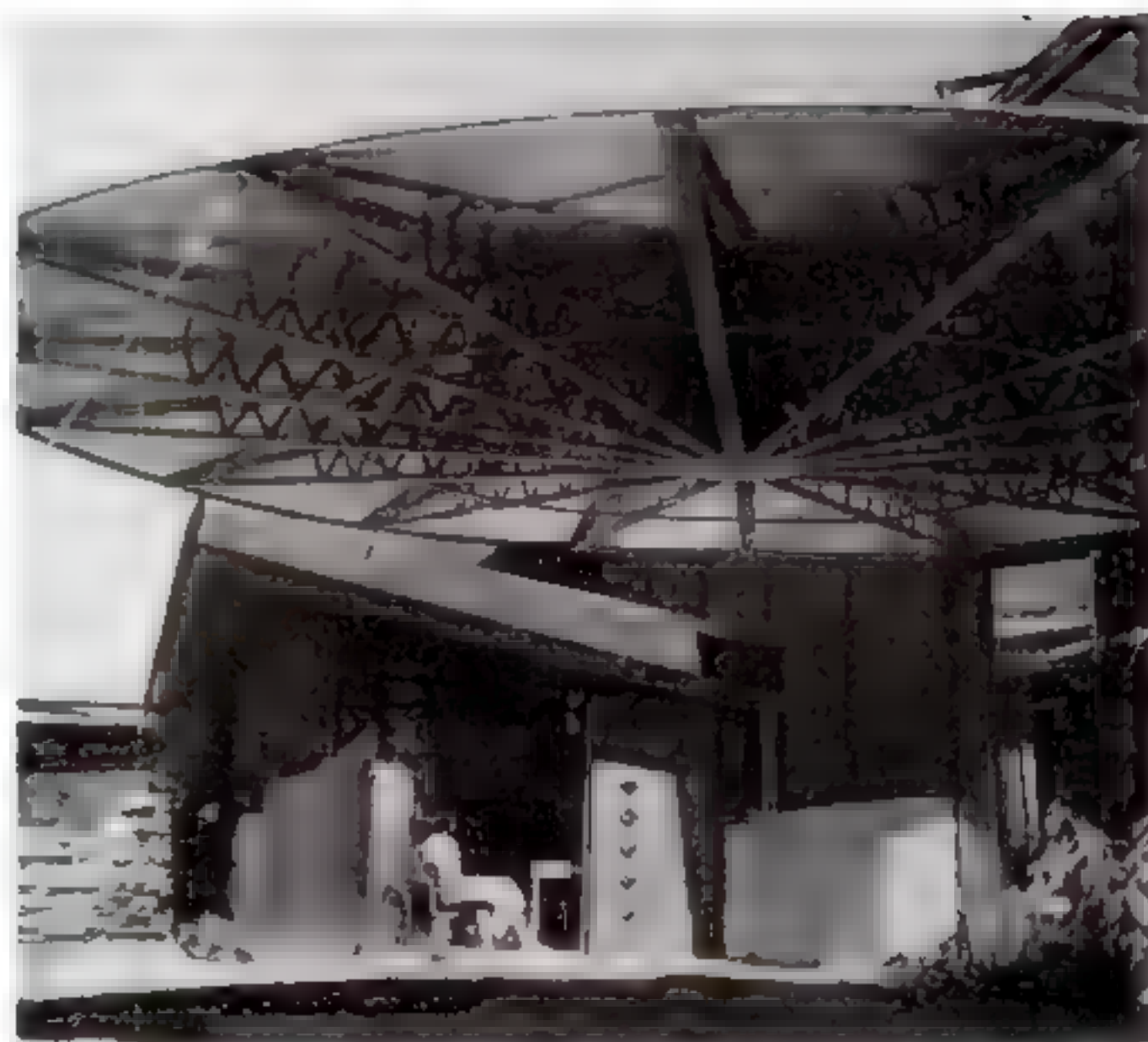


"I just happened to remember... I got a bowl of Wheaties and fruit waiting at home!"

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you vitamins, minerals, proteins and food energy. Famous training dish, with fruit, milk. Had your Wheaties today? "Breakfast of Champions"!

Ultramodern House CONTINUED



HUGE ALUMINUM DISCS, suspended from cantilevers and held by wires, form the roofs of terrace and carport, create a strangely Martian appearance.



CONVENTIONAL HOUSES surround the small plot on which Ledbetter built. The overhang roof helps keep house cool in summer and warm in winter.



CROWDS stood in line, sometimes for an hour despite the heat, during two-day public inspection. They donated \$2,063 to the Institute for Cerebral Palsy.

Smooth Combination for a "Super-Sundae"!

MEADOW GOLD VANILLA ICE CREAM
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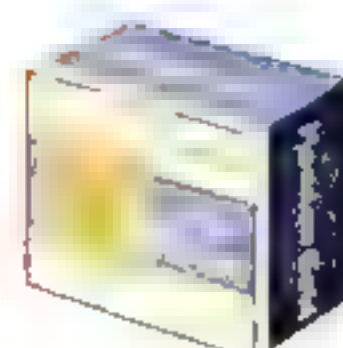
TODAY—enjoy your favorite
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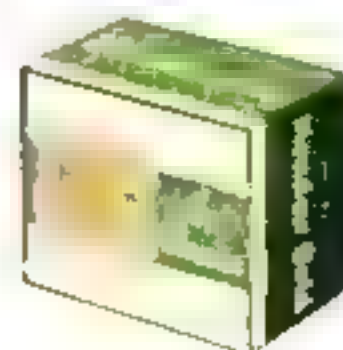
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Summer just isn't *official* until you've enjoyed one of these magnificent Schenley summer coolers . . . each one Mellow
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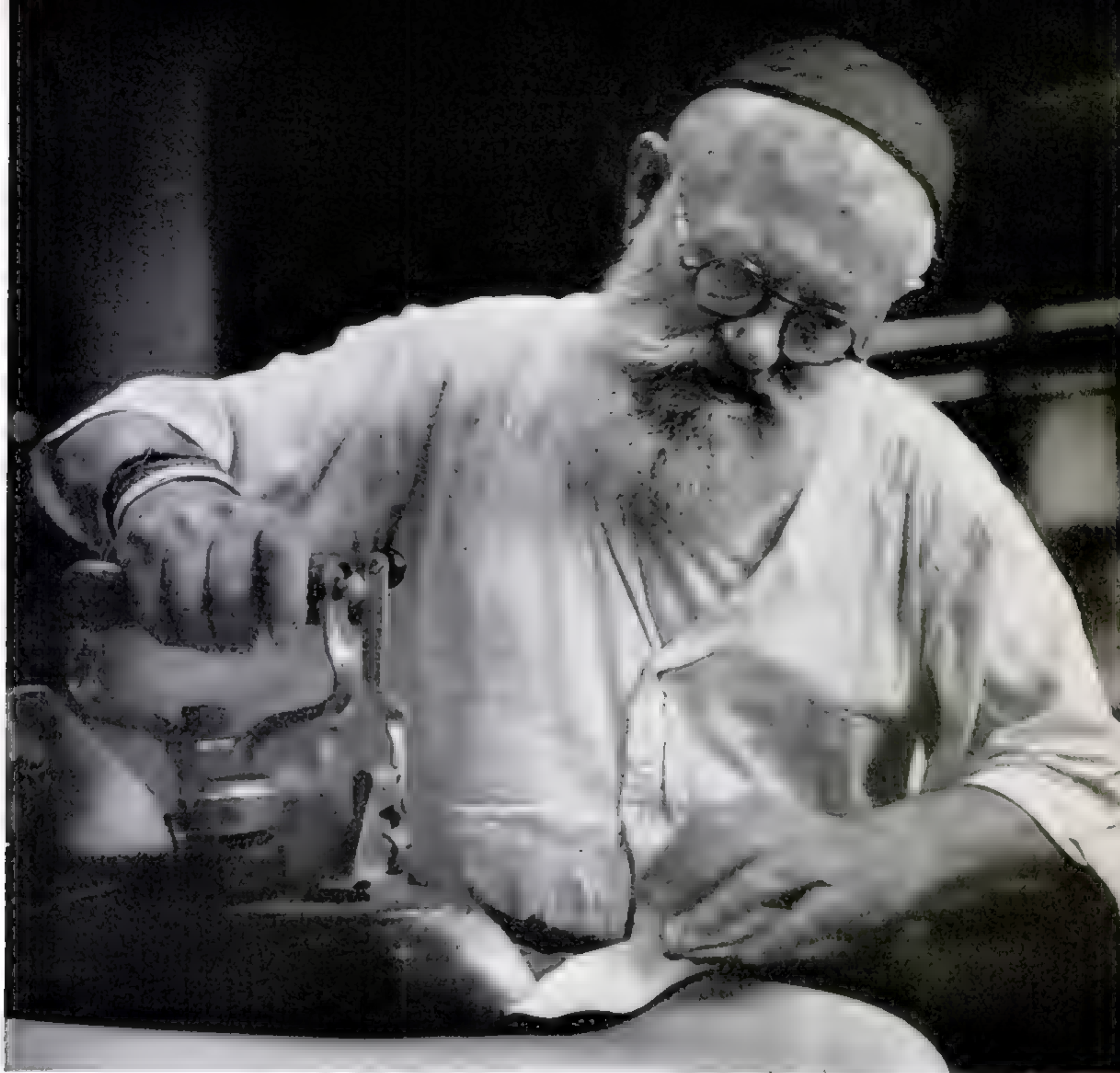
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GENERAL  ELECTRIC



IN A NEW YORK FACTORY GOOD UNION MEMBER DAVID ZWIREN, WHO HAS BEEN A CLOTHING WORKER 41 YEARS, OPERATES HIS STEAM IRON FOR \$66 A WEEK

THE CLOTHING WORKERS' UNION

IT HAS CHANGED A WHOLE INDUSTRY AND THE LIVES OF 375,000 MEMBERS

PHOTOGRAPHS FOR LIFE BY RALPH MORSE

The bearded, venerable worker above, who is performing a task known in the men's clothing industry as underpressing, still plies his trade much as he did as a young man more than four decades ago. Yet in his lifetime David Zwiren has seen the whole industry revolutionized and he has grown prosperous beyond anything he ever imagined when he arrived in the U.S. as an immigrant from Poland in 1907.

In that year most men's clothing was made in sweatshops. The pay was low and the hours long; workers often toiled in ill-lighted lofts for more than 60 hours a week or did piece-

work at home for as many hours as they could stay awake. Today David Zwiren works only 38 hours for \$65 a week. His doctor bills are paid when he gets sick and he owns an insurance policy that costs him nothing. If he decides to retire he is provided with a comfortable pension.

The changes have resulted in part from the generally higher standard of American living and the enlightenment of the modern American businessman. But they are also—especially since technology has not been able to do as much for the clothing industry as for most—due in large measure to a union called the Amalgamated

Clothing Workers of America. As the photographs on the following eight pages show, the Amalgamated has almost completely organized the men's clothing industry from textile factory to custom tailor shop, has won some amazing gains from employers and at the same time achieved a rare kind of management-labor peace. Moreover it has made itself the biggest thing in the lives of its 375,000 members. The union has branched out into so many welfare projects that today one of its members can be schooled, housed, operated on, vacationed, provided with friends and finally buried under union auspices.



START OF THE UNION was Chicago strike of 1910, which began at Hart, Schaffner & Marx and spread to 40,000 workers who remained out for four months and doggedly paraded through snow. Strike was ended by arbitration.



YOUNG LEADERS Hillman (left) and Potofsky were photographed together in 1919 at height of fight for a 44-hour-week in the industry. Hart, Schaffner & Marx signed first 44-hour contract and other firms soon followed.



SWEATSHOP conditions in New York clothing industry before rise of union are shown in this old picture of a tenement in which an immigrant works at his sewing machine late into night to scrape out a bare existence.



ROSENBLUM, POTOFSKY AND BLUMBERG SIT UNDER HILLMAN PHOTOGRAPH

ITS CURRENT VICTORIES HAVE A BITTER HISTORY

The Amalgamated was born in strife, strike and sweatshop. Its founder, Sidney Hillman, a Lithuanian-born pants cutter who helped settle the great Chicago strike and then became president of the union until he died in 1946, was for years one of the busiest, most aggressive and most controversial figures on the U.S. labor front. But today the Amalgamated's five-story office building off New York's Union Square is a place of calm and quiet efficiency. The union's present ruling triumvirate—composed of President Jacob Potofsky, Executive Vice President Hyman Blumberg and General Secretary-Treasurer Frank Rosenblum—has to spend much more of its time managing the union's vast riches (pp. 84, 85) than at such sweatier matters as picket lines or organization drives.



MRS. HILLMAN addresses this year's convention of union in Atlantic City, the first held without Hillman presiding. Convention criticized Congress and the Administration but opposed Wallace's third party. Union is strongly anti-Communist.



LOOKING OUT OFFICE WINDOW, the Amalgamated's new president, Jacob Potofsky, watches an afternoon crowd which has gathered in New York's historic Union Square to debate labor issues, politics, socialism and Communism in the

shadow of George Washington's statue. It was in this square, which has always been a haven for soapbox orators, that many of the union's first fiery organizing speeches were made. Across square is Klein's, world's largest women's wear store.



CUSTOM TAILORS Ernest Freedik (*above*) and Martin Krolack (*below*) pursue their ancient art with scissors and needle at James W. Bell & Co., a Fifth Avenue shop. They have 87 years' experience between them. Average age of members is 51.



CLOTHING WORKERS CONTINUED



MEMBERS OF NEW YORK'S BIG LOCAL 63, COMPOSED OF ITALIAN-SPEAKING

THE MEMBERS REPRESENT

The making of men's clothing has traditionally been an immigrant industry. At the very start the union had to set up separate locals for members who spoke only Yiddish and those speaking only Italian. It also has Lithuanian, Russian and Polish locals. Possibly because of its melting-pot aspects it has always been one of the most democratic unions—insisting even in the South, for example, that white and Negro workers receive equal



LAUNDRY WORKERS pause to chat with their New York Educational Director, Dollie Lowther (*left*). Union has raised average pay from 36¢ to 82¢ an hour



WORKERS, LISTEN INTENTLY TO A UNION REPORT IN THEIR NATIVE TONGUE

MANY TONGUES AND JOBS

pay and working conditions. It has also organized the industry practically from top to bottom; as the photographs on these pages show, its members represent not only all the industry's crafts, both young and old, but also laundry workers and clothing salesmen. The members, who averaged \$12 a week when the union was founded, now get an average of \$50 to \$64. In the New York suit-and-coat industry some of them earn more than \$100.



CLOTHING SALESMAN Robert Eaton (right), in the union since 1943, serves a customer at swank Tripler's shop. Union has 4,000 to 5,000 white-collar members.



OLD AND NEW methods of lasting are practised almost side by side in Howard factory by Rose Colaninno, 25 (above), and Abraham Wirssokey, 71 (below). Mrs. Colaninno can do three times as much work but the union protects Wirssokey's job.





HOUSING PROJECT in New York, original building of which is shown here, was sponsored by union

in 1927. When new buildings are ready cooperative will house 10,000 for \$11 to \$15 a month a room.



AN 80-YEAR-OLD PENSIONER TAKES HIS LEISURE

UNION IS ACTIVE IN MANY FIELDS

Almost as far back as the day Amalgamated signed its first contract, it has been nearly as interested in setting up social-welfare programs for its members as in winning new gains from its employers. Today it has a housing project (*left*) and bank (*opposite page*), and it has a dozen other programs designed to keep its members healthy and happy. By exacting a payroll tax from employers, it has built up a welfare fund of about \$50 million. All employers with contracts pay a 2% tax for sickness and accident benefits. Out of this money members are paid \$10 to \$15 a week while ill or disabled and get up to a month of free hospitalization, while women members receive a flat sum of \$50 to \$100 for maternity care. Each member under contract also gets a free life-insurance policy for \$500. The men's suit industry pays another 3% for pensions; for any suit worker who wants to retire at 65, the union provides a monthly payment equal to his government old-age pension. In addition the union has set up its own fund, called the Sidney Hillman Foundation, to encourage study and research on labor problems.



NURSERY SCHOOL in building shown at top has 40 young pupils, four paid teachers. It was organized cooperatively by a group of mothers in the housing project, who now pay \$15 a month tuition for each child. When additional supplies are needed the mothers often raise the funds with card parties or dances.



THREE GENERATIONS of housing-project residents are shown here. Israel Weinstein (standing, center), a charter member of union who is now 79, moved into the building when it was opened. After his two sons married, their children were born in building and went to the cooperative nursery school and day camp.



UNION BANK is open to members and nonmembers, does a rushing business. This one in New York and another in Chicago have a combined total of more

than 40,000 depositors and \$80 million in deposits. The banks specialize in small loans and handling shipments of food and money to relatives and friends abroad.



SCHOLARSHIP STUDENTS, who receive up to \$500 a year from union, are shown here at Cornell University where they attend School of Industrial Relations. Union has a million dollars for such uses.



MEDICAL CARE is provided at clinics like this one in Brooklyn, where laundry drivers have reported for checkup. Union will soon have a one-million-dollar health center for its 60,000 New York members.



RECREATION CAMP on a 700-acre estate near Ellenville, N. Y. has accommodations for 350, offers swimming, tennis, movies. Run by the Italian locals, it provides vacations at cost of \$5 a day per person.



QUICK AGREEMENT on piece rates to be paid on new line of trousers put in production at Howard Clothes plant is reached on the spot by (from left,

standing) Union Shop Chairman Louis Weiss, Production Man Emanuel Greenwald, Foreman Benjamin Barowitz, Factory Manager Nathaniel Langerman.



LABOR-MANAGEMENT BANQUET brings employers and union leaders together as a part of the Atlantic City convention. The party, paid for by the

union, lasted six hours. Below, Manufacturer Max Wallich (left) in need of funds until he sells his new line, negotiates a loan from officers of the union bank.



CLOTHING WORKERS CONTINUED

UNION AND BOSS GET ALONG FINE

Sidney Hillman was something new in U.S. labor; he believed the best way to help his members was by securing labor-management peace. "A union," he once said, "may win a strike and find it has lost both the industry and the union." Thus manufacturers, while they found that he drove a hard bargain, also discovered that he was genuinely interested in keeping production going and the industry prosperous. This is still the philosophy of his union.

At various times, when a clothing company was losing money, the union has sent in its best production men to help show management how to cut costs and eliminate waste. It is happy to lend a small manufacturer money to tide him over a dull season or help him build his inventory (bottom, left).

All this, plus the fact that many small manufacturers were once union members themselves, has produced a unique camaraderie between labor and management. Some critics fear that the arrangement, plus the union's paternalism over its members, might possibly verge some day on a back-door kind of socialism; on the other hand, might develop into an odd sort of monopoly in which management and labor conspire together to obtain their own gains at the expense of the cash customer. But up to now everybody seems to be happy.

To settle major disputes before they reach the strike stage, the union helped originate and still uses the idea of an impartial arbiter, paid partly by labor and partly by management. The first arbiter was busy from morning to night. The present arbiter in New York, Walter Brower, a former special assistant to the U. S. Attorney General, often arrives in his office to find that he has absolutely nothing to do for the industry (opposite page). There has not been a major strike in the men's clothing industry for 19 years.



CONGENIAL TRIO at convention party includes (from left) Board Chairman Samuel Kappel of Howard Clothes, President Max Friedman of J. Friedman & Co. and union's vice president, Charles Weinstein

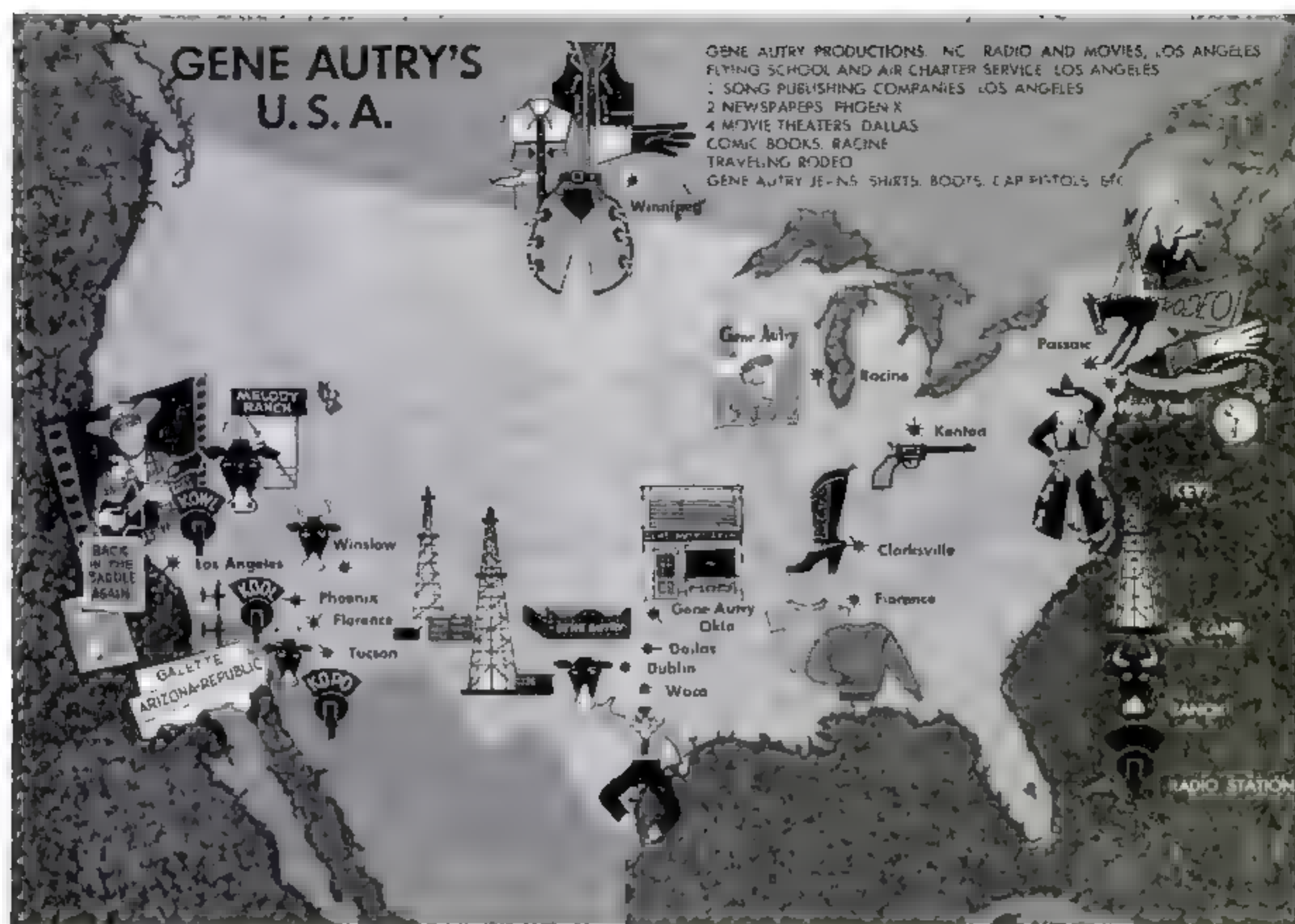


**THE INDUSTRY'S IMPARTIAL ARBITER SITS ALONE
AT HIS BIG DESK WITH NO DISPUTES TO SETTLE**



THE COWBOY BUSINESSMAN, astride his faithful horse Champion, views the good earth of his Melody Ranch in San Fernando Valley outside Hollywood. The ranch

house in the ravine has been Autrys' home since 1941 when their Hollywood residence burned down. Horses are stabled in right wing of house, which has an indoor riding ring.



GENE AUTRY, INC.

The business-minded star of singing Westerns has parlayed a horse, a guitar and an agreeable voice into a multimillion-dollar empire

by PERCY KNAUTH

WASHINGTON, April 8.—Pix Star Gene Autry won FCC okay today to buy Station KOOL, Phoenix, Ariz., for \$250,000 on the condition he dispose of his interest in a second Phoenix outlet KPHO within 90 days. The singing cowboy also owns a 50% block of KOWL, Santa Monica, Calif. and 400 out of 1,000 shares of KOPO, Tucson.—*Variety*.

THIS little news item is the sort of thing that occasionally brings a shadow of annoyance to the otherwise ruddy cheeks of Gene Autry, the singing cowboy of screen and radio. For Autry, currently billed as "Public Cowboy No. 1," or alternately as "America's Singin'est Cowboy," does not like to see indications of his income, in whole or in part, publicly displayed. That kind of publicity, he figures, is not good for a guy who for 15 years has been establishing himself in America's ears and eyes as just a simple cowhand with a voice. What is not good publicity is not good business, and of the latter Autry is clearly an expert judge. In the last three years he has been proving by concrete accomplishment that he is a businessman of action and acumen in the good old American way.

Autry is a chunky, slim-hipped, smiling man who rates so high in the minds of singing western fans that a lot of them become impassioned when they try to talk about him. "Four nights ago," wrote one in a recent issue of *Autry's Aces*, the publication of the Autry fan club, "Gene became the topic of conversation in, of all places, the cocktail lounge of the Athletic Club here in Omaha. One man . . . had begun to feel pretty good after a few drinks and started imitating various radio personalities. . . . The fellow started in on Gene and kept at it until I could take no more. When our mimic artist got around to our table once again, I bluntly told him to shut up. . . . He'd actually made my tall drink taste flat." And another, finding herself elected Queen for a Day on a radio program, wrote incoherently: "They asked me what I would like to do most of all; I knew what I would

love to have the pleasure of doing, but didn't know if Gene would like it or not! So I told them anything they thought I'd like was all right."

This sort of adulation is by no means unusual and shows that three years of wartime obscurity, mostly in the Air Force, did Autry the cowboy no harm. But Autry's empire encompasses far greener pastures. He has parlayed a guitar, a pleasing countenance and a nostalgic, if not first-class voice into an empire estimated at anywhere between \$4 million and \$7 million in paying properties.

Autry's fame rests on his guitar and his voice, although he does not often use the guitar any more. On the radio he is generally accompanied by a number of instruments and vocal ensembles, and in the movies his hands are usually occupied with something else, like saddling a horse or cooking breakfast, when he sings. His voice is a somnolent tenor with a slight twang, limited in range and volume but suitable to the microphone-assisted delivery of horse opera and obviously successful in evoking images of lonely riders of the great Far Western ranges.

Autry's fortune, however, rests on different things. Beside his phenomenal output as a performer, he owns his own movie company, the Gene Autry Productions Inc., which is affiliated with Columbia Pictures, and also his own radio company. From these two cornerstones of empire he earns about \$100,000 each a year, with another \$300,000 coming in from personal appearances. He is also the owner of a \$2 million superstreamlined rodeo, two music-publishing houses which market his songs, the Gene Autry Enterprises of Texas which control a chain of four movie houses in and around Dallas, one of the three radio stations mentioned in the above clipping from *Variety* (he has major shares in the other two), and he has an interest in two newspapers, the *Gazette* and the *Arizona-Republic* of Phoenix. Presumably these papers will soon join the more than 10 others which have already signed to publish a new column to be written by Gene

AMAZING THING! *By Cooper*

SENSATIONAL NEW TING FOR ATHLETE'S FOOT

-REGULAR USE HELPS
RELIEVE ITCHING-
SOOTHES BURNING
BETWEEN CRACKED,
PEELING TOES-
AIDS HEALING
AMAZINGLY!

TING FOR
TOES!

DURING
WAR USED
IN
HOSPITALS
NOW
RELEASED TO
DRUGGISTS,
GUARANTEED,
TING MUST
SATISFY YOU
IN A WEEK-
OR
MONEY BACK!

IN LAB TESTS
TING PROVED
EFFECTIVE IN
KILLING SPECIFIC
TYPES OF ATHLETE'S
FOOT FUNGI ON
60 SECOND
CONTACT!

EVEN IF OTHER PRODUCTS
HAVE FAILED, TRY
AMAZING TING TODAY!
GREASELESS, STAINLESS!
ALL DRUGGISTS

ONLY 60¢

... ALSO AVAILABLE IN THE NEW \$1.00 ECONOMY SIZE.

Ting
REGISTERED
TRADE MARK

COPY, 1948 PHARMA CRAFT CORP.



INDOOR RING where Autry trains his horses is equipped with an applause machine and klieg lights so that animals will get used to theater atmosphere.

GENE AUTRY CONTINUED

Autry in the manner of the late Will Rogers. In addition Autry owns a California flying school and charter-airplane service and four big ranches in Texas, California and Arizona. He has further a major interest in the publishing company which turns out more than a million Gene Autry comic books each year and receives around \$100,000 a year in royalties from nearly 40 products which use his name and which include Gene Autry jeans and shirts, sweatshirts, belts, suspenders, boots, gloves, hats, lassos, cap pistols and hair oil.

The income of this multifarious empire adds up to well over \$600,000 yearly, net. Autry the businessman views the figures with satisfaction and is ceaselessly busy in applying them to widen his sphere of influence still further. Autry the cowboy, however, has a different attitude toward them. He realizes that his fans prefer to think of him as a simple, homespun character whose primary interest is in horses and the great outdoors, and that the picture of their favorite cowboy as a business tycoon does not jibe very well with this dream image. He is afraid that his business profits will be considered just as idle wealth. "People don't realize," he says,

CONTINUED ON PAGE 32



IN LIVING ROOM Mrs. Autry serenely pours tea while her husband, seen through window, beams on a horse he is training in the tanbark ring beyond.

keep legs
hair-free
longer

IMRA

odorless
Hair Remover
Cream

3 WAYS DIFFERENT
FROM A RAZOR

1. Keeps legs hair-free longer.
2. Prevents stubby regrowth.
3. No possible cuts or nicks.

This summer the "Nude Look" is the new look. Keep your legs and arms immaculately hair-free with Imra. This amazing, snowy-white cosmetic cream, gently, painlessly, quickly removes hair below the skin line. Keeps legs and arms hair-free longer than a razor. Smooth on...rinse off. One application does the trick. In tubes: \$1, also 65¢. (PLUS TAX) At cosmetic counters.

IMRA, Dept. 13, Bloomfield, N. J.
Enclosed is 10c to cover handling of trial tube of Imra.

Name _____
Address _____

New Look in
Sun Glasses

The glamorous "Solana" first 100 different sun glasses in years! 6 different shades and back. Other exciting WILLSONITE styles from 1.50 to 12.50 at good stores everywhere.

WILLSONITE

Sun Glasses

WILLSON PRODUCTS, INC., READING, PENNA.

Look! Miracles! 3 of 'em!

These newest Bendix Washers can even put in their own soap!



Your eyes will pop first time you see these best-ever ways to save you work and do your laundry better! Designed by the pioneers of "push-button" washing, all three new Bendix models are so chock full of magic that *your* only problem is *which one* suits your house and budget best!

Newest step-saver is automatic soap injector. And only the Bendix has it. You just set the controls once, and the Bendix soaps, soaks, washes, rinses 3 times and damp-drys the clothes all by itself. You don't even have to be there. Thrifty and precise, the new injector measures out the exact amount of soap, detergent or softener you want.

Stays in place without fastening down. Good news for apartment dwellers and folks who like to launder in the kitchen! The new Bendix "Gyromatic" is specially balanced so it need not be fastened down, and its smooth, counter-high top adds a welcome working surface.

Does best washing job. Improved damp-drying, too . . . That patented Bendix "Tumble-Action" has been improved again. And the new, stepped-up damp-dry spin removes more water, makes clothes lighter, easier to handle.

Save up to \$110 . . . and keep on saving! Prices on these latest, greatest Bendix beauties are as much as \$110 lower than other automatic washers. That's because the unmatched efficiency and volume of Bendix mass-production are backed by 10 years of experience. Costs less to use, too. Saves up to \$10 a year on soap alone, and saves gallons of water.

See the new, best-ever Bendix Washers now on display at your authorized Bendix Dealer's. Bendix Home Appliances, Inc., South Bend 24, Indiana.

BENDIX
automatic
Washer

Over 1,250,000 in use! Ask your Bendix-owning neighbor!



NEW BENDIX GYROMATIC! The finest washer ever made, regardless of price! With balanced high-speed spin so it doesn't have to be fastened down. Automatic soap injector is optional.



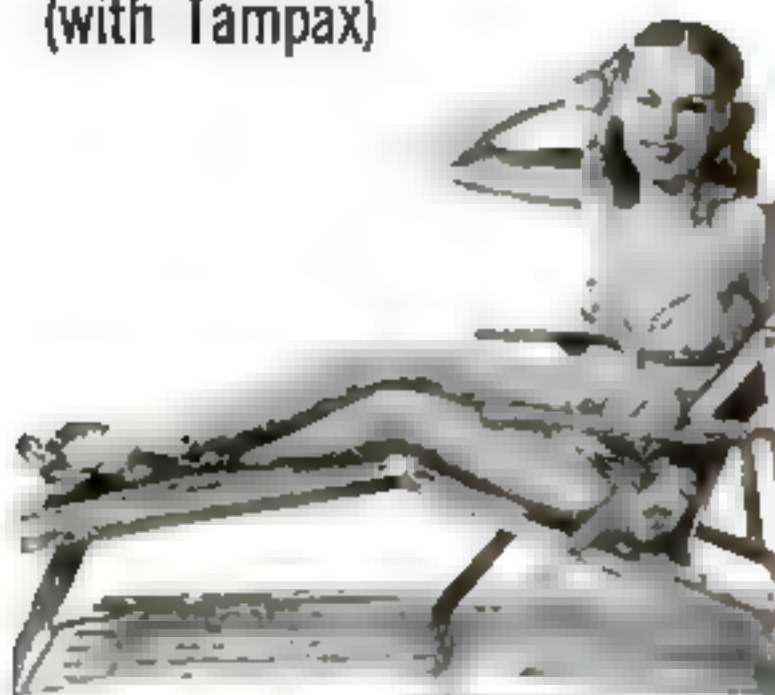
NEW BENDIX DELUXE! Improved "Tumble-Action" with increased speed for more complete damp-drying. Automatic soap injector optional.



NEW BENDIX STANDARD! New streamlined cabinet. Better than ever washing and drying results . . . yet the lowest priced of all.

Swim if you want to—

(with Tampax)



Why sit on the beach and envy other women who are luckier than you about their "days"? Try the Tampax method of monthly sanitary protection and then you can swim any day of the month without anyone's being the wiser. The secret of Tampax is simple—it is worn internally! Hence there is nothing that can possibly "show through" a snug swim suit, whether wet or dry.

Tampax is the scientific answer to the feminine monthly hygienic problem. Invented by a doctor, it has only 1/15 the bulk of older kinds. It is made of pure surgical cotton compressed within dainty applicators (for easy insertion). No belts or pins are required—and no sanitary deodorant, for Tampax causes no odor. Quick to change; easy to dispose of. Can be worn in tub or shower bath.

Buy Tampax at drug or notion counters. 3 absorbency-sizes to suit varying needs: Regular, Super, Junior. An average monthly supply will go into your purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Massachusetts.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass.

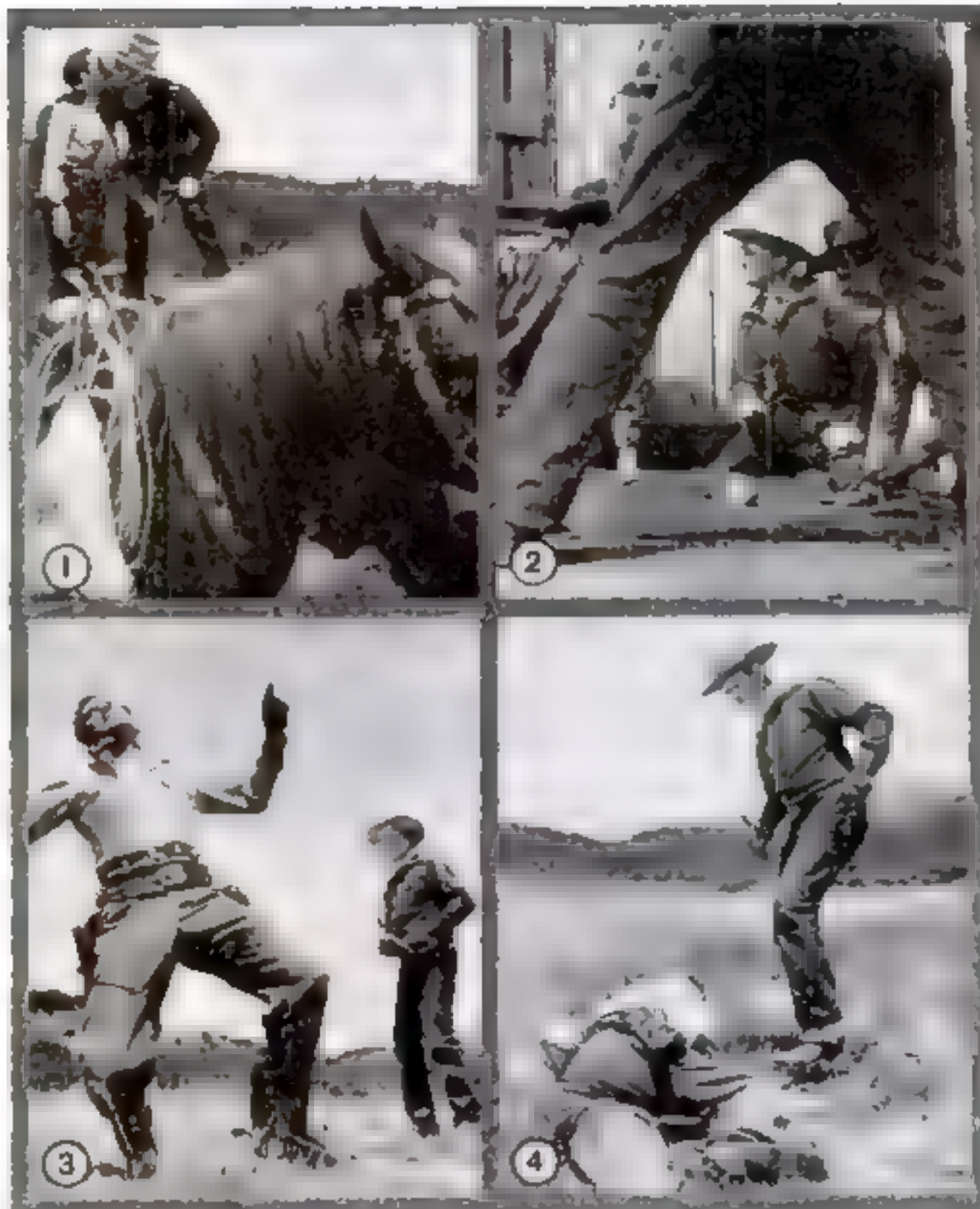
Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____



THE COW BOY'S CODE, here violated by Autry in pictures specially posed for LIFE, places severe limitations on his screen life. He cannot: 1) ever kiss the girl; 2) gamble; 3) shoot a man in the back; 4) kick a man when he's down. Other movie restrictions include: no drinking or smoking (privately, Autry likes Scotch but prefers gum to cigarettes) and no display of racial prejudice.

GENE AUTRY CONTINUED

"that I have an awful lot of expenses too. You've got to figure on all that overhead; this isn't all just profits. After all, I'm in business."

The phrase "in business" is one which Autry applies to a variety of situations. It is always the signal for action. He uses it with relish when he has gathered his associates in some hotel or clubroom, and on such occasions he usually parks his feet in their slim, colorfully worked cowboy boots on some convenient table, champs his wad of gum and looks sharply and expectantly around the room. He listens closely to everything that is said and generally does not interrupt until an argument is finished. Then he speaks quickly and forcefully and, with his straight, light-brown hair falling in an unruly lock over his forehead, he gives an impression of energy held in check by hardheadedness. He sometimes keeps a discussion going for hours. He is not a man of quick decisions or snap judgments; he wants things spelled out and talked over until he has a clear picture and is sure of his ground.

His decisions, when they are made, are usually based on a combination of hard sense, a native but not extreme caution, and the profit motive. He weighs the words of his associates carefully, often saying, "Well, guess I'll sleep on it and give you the answer in the morning." When morning comes the answer is usually given in a few words, "Well, I figure we ought to do this," followed by a brief explanation of why and how.

In his public life as a screen cowboy, Autry can exhibit none of the qualities which have made him a successful businessman. It is not an easy life to live, being circumscribed by a strict "cowboy's code," any violation of which is likely to draw protesting screams from the 80,000 fans who write to Autry every month. Autry the cowboy cannot hit anyone smaller than himself; he cannot take unfair advantage of anyone, even an enemy; he can never go back on his word; he must keep his actions honorable always; he must not smoke or drink in public, and he cannot kiss the girl in the picture. When a memorable script once demanded of Autry that he break the code and kiss the girl, there was a disgusted outcry of "mush!" from his small-fry fans. A somewhat older school of thought holds that he should kiss his leading lady at least once ("Ye gods," wrote one fan, "does he want people to think he's not

When you Take a Trip take heed



Take TUMS

To travel in comfort, travel with Tums! Then, if strange food, fast eating, smoking or hurry brings on acid indigestion, slip Tums in your mouth. Almost instantly Tums neutralize the excess acid—you feel better fast! No baking soda (bicarbonate) in Tums. No danger of overalkalizing! No acid rebound! Get Tums today.

Night and day, at home or away, always carry TUMS FOR THE TUMMY!



QUICK RELIEF FOR ACID INDIGESTION

TUMS are antacid, not a laxative. For a laxative, use m.i.d., dependable, all-vegetable M.R. Tablets (Nature's Remedy). Get a 25-cent box today.

from Out of the West

genuine
Cowboy Jeans
for Boys

Made of tough 8-oz.
Sanforized LANE
denim, copper riveted,
double-stitched with
orange thread, and
with inside swinging
pockets.

In sizes 1-22
20"-32" wa st
\$2.29 pr.
Anywhere in U.S.A.



TUFFIES

Genuine Blue Denims For Boys



LOOK FOR
THIS LABEL

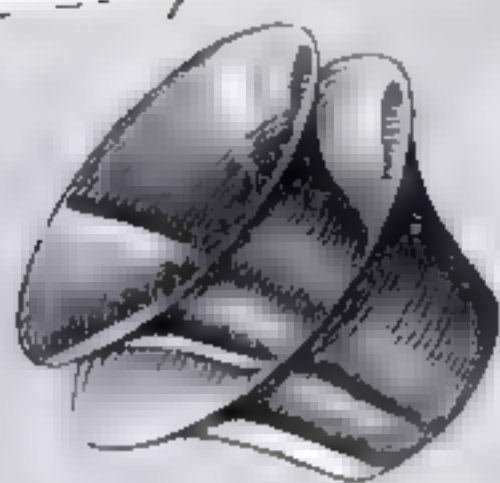
OR ORDER
BY MAIL

Write for
name of your dealer
or order direct. State correct size
(they're Sanforized) \$2.29 per pr.
plus 15c for mailing.
OKLAHOMA CLOTHING MFRS.
Oklahoma City 14, Okla.

CONTINUED ON PAGE 34

A Wonderful and Entirely New Air Circulator!

Only **VORNADO** *gives*
COMPLETE AIR CIRCULATION!



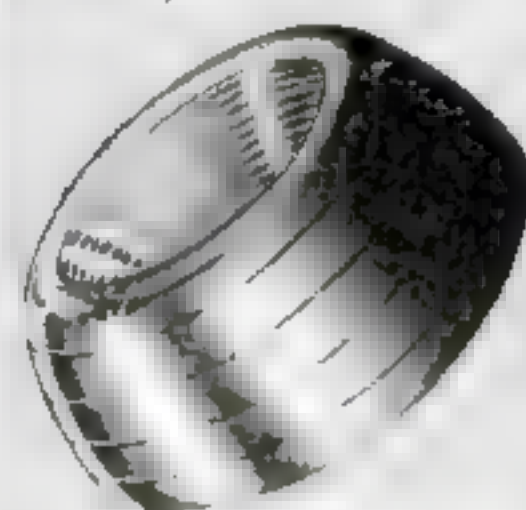
1. TWIN CONES

induct, then supercharge the air-feed and instantly channel a tremendous volume to the deep-pitched propeller. The "Vortex-Tornado" spiraling motion starts here.



2. DEEP-PITCHED PROPELLER

takes a huge "bite" of air, driving it forward with great force. A further "twist" is given to the spiral. This makes it bore farther into space.



3. INSULATED COWL

in a beautiful Lambert green finish helps silence air noises. Despite its tripled air output, the Vornado is far quieter than a "fan." There's no fuss or bother



4. RUBBER CUSHION

holds motor in suspension, deadening the vibration, chatter, and noise of ordinary "fans." Perfectly balanced and suspended, Vornado operation is quiet.

Vornado delivers 3 times more circulation than ordinary "fans." Its forward thrust and penetration is 3 times greater. Cooling action is thorough because the Vornado doesn't just beat and blow—it disperses hot, stagnant air with a fresh, swirling air-flow constantly in motion. The individual illustrations show the various reasons why. Ask your dealer for the "cigarette smoke" demonstration. It will thrill you. Then buy the world's finest—a Vornado.

World's Finest
Air Circulators



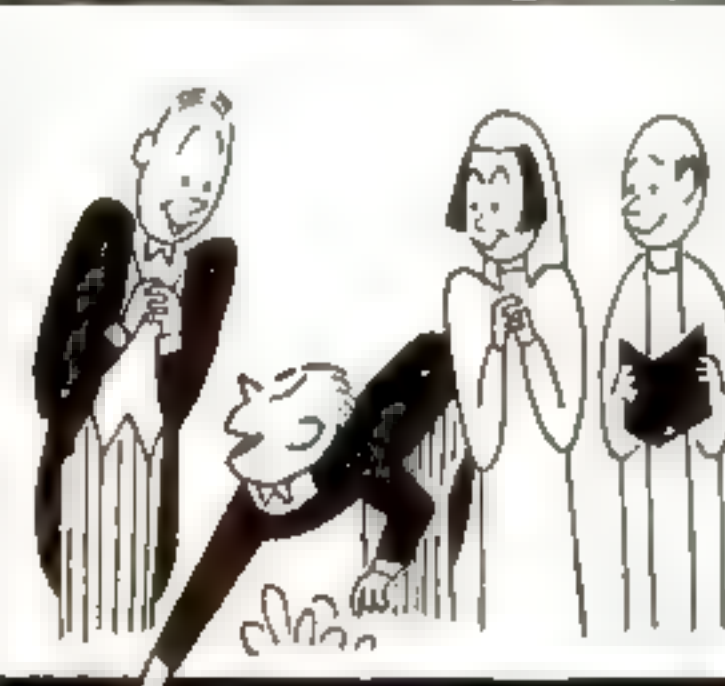
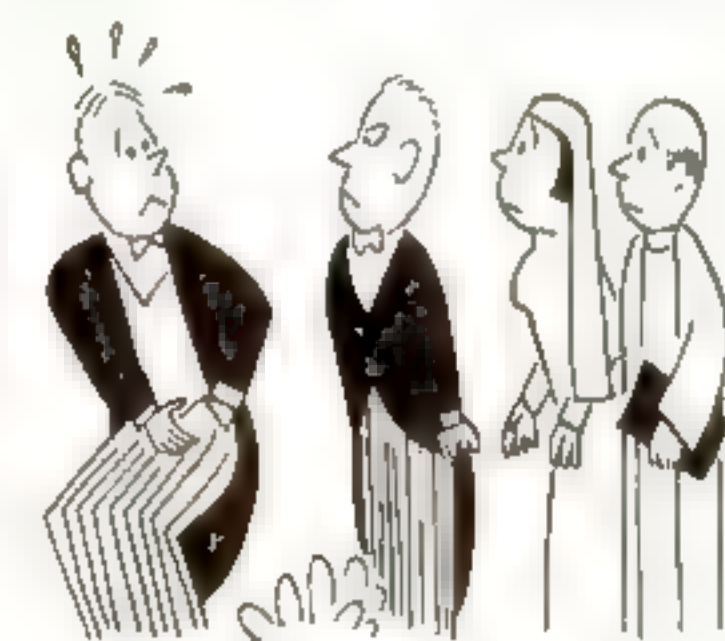
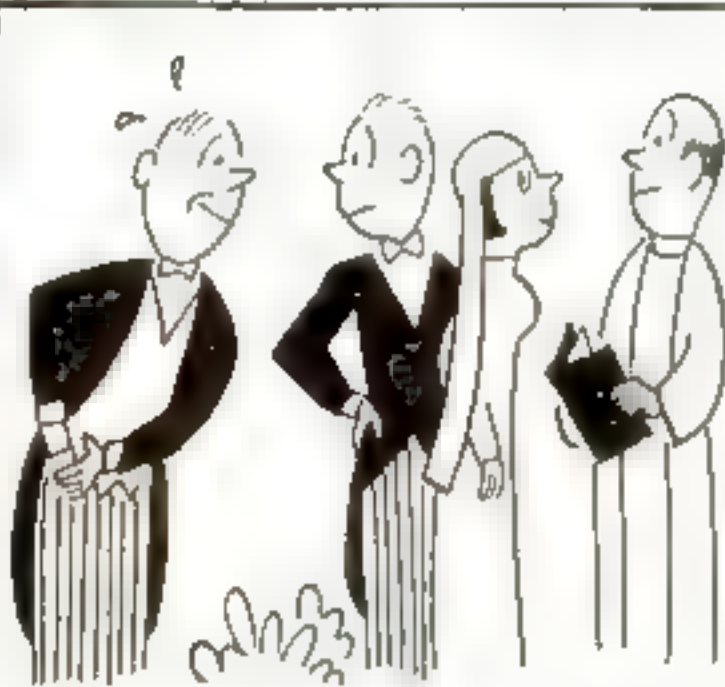
Vornado



Vornados, world-famous for their superb performance, are available now from \$24.95 up. See the full line of pedestal and table models.

THE O. A. SUTTON CORPORATION
WICHITA, KANSAS

Looking
for
something?



Use the
YELLOW PAGES
of your
Telephone Directory



IN HIS NAMESAKE TOWN Autry swaps yarns with local people. Said he, "You could spend weeks and never find such a natural location for a movie."

GENE AUTRY CONTINUED

quite normal?"), but Autry now plays it safe, restricting himself to kissing only his horse Champion, which he manages with all the warmth and affection necessary.

The road which Autry traveled to his present state begins in Tioga, Texas, near where the Red River coils its famous, cocoa colored waters along the Oklahoma border. His unheralded birth occurred there 40 years ago this September, on a ranch owned by his father, a cattle dealer. Shortly thereafter his family moved across the line to Oklahoma, so that both these southwestern states can now claim Autry for their own, a fact which his publicity department lets neither of them forget. Seven years ago it got an Oklahoma town named Berwyn, near a ranch that Autry once owned, to change its name to Gene Autry. This took a good deal of persuasion considering that all of the town's 227 inhabitants who received mail had to agree in writing to the change, and that further agreement was needed from the governor of Oklahoma and the Postmaster General of the U.S. The fact that Tioga, Texas had been trying to change its name to Autry Wells was of some help in swinging the deal. When finally accomplished, the christening brought 40,000 people packing into town on one frantic day over the single-track line of the Santa Fe, and a new road carved out along the cart track which previously had linked Berwyn (or Gene Autry) to the outside world. Residents of Gene Autry who sit out on the stone steps of the general store in the cool of the evening today still remember the name-changing with head-shaking awe.

Autry in his childhood lived a real cowboy's life. But although surrounded by the elements which later were to play so important a role in his career, he developed a yen for railroads and took to learning telegraphy at the local depot. When he was 18 the 'Frisco railroad gave him a job pounding the brass key, and he held this down for several years along the southern Oklahoma, Texas and Missouri circuit. During this time he also played some semipro baseball and briefly entertained the idea of taking up the game fulltime. He actually received an offer from a professional team, but after characteristically judicious contemplation turned it down. "They wanted to send me out to a farm team for a hundred bucks a month," he now recalls. "I was making a hundred and fifty on the railroad already. That didn't look like good business to me."

The Hollywood trail

HOW Autry happened to become a singing cowboy is now a Hollywood legend, the exact historical details of which have long since been lost in a flood of publicity handouts. In its official version, that of a biography released by Columbia Studios, it runs as follows:

"... Since the telegrapher's life is a lonely one, with long hours during the night between messages, Gene bought a guitar and learned to play it to amuse himself. One fateful night in Chelsea, Okla. he was strumming away, singing softly, when a stranger came in and wrote out a message. The stranger asked Gene for another song, and still another, then urged Gene to try for a career in radio. When he left, Gene looked at the signature on the telegram.

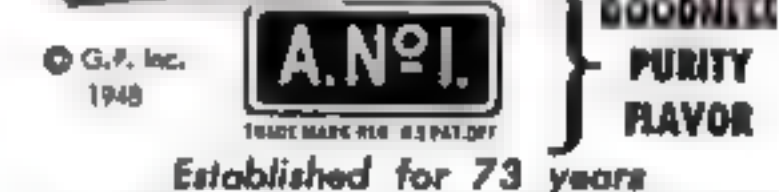
"It was 'Will Rogers.'"

CONTINUED ON PAGE 37

Treat Yourself to...



the candy loved
by 4 generations.



ZIPPO - THEY WORK



Your favorite sports design engraved on a Zippo lighter—brush finish \$3.25

Initials or signature on reverse side \$1 extra
At your dealer

ZIPPO MFG. CO. DEPT. 5, Bradford, Pa.

ZIPPO Windproof LIGHTER



EYE-GENE

SAFELY Relieves TIRED, SMARTING EYES In SECONDS!

Wonderful EYE-GENE! Just two drops in your eyes that are tired or irritated from wind, glare, overwork, lack of sleep or smoke—will relieve, rest, refresh, clear them in seconds. Use it every day. EYE-GENE is safe and gentle, 25¢, 50¢, and \$1 eye-dropper bottles at Druggists. Insist on EYE-GENE!



Dull morning look...



Snaps back with dazzle!

For Finer Flavor... **NOW TASTE Hi Ho!**



Compare!

FOR APPETIZING APPEAL

In appearance, Hi Ho Crackers invite comparison with any other cracker. Note the golden brown color and the uniformity of each and every Hi Ho.

Compare!

FOR FINER FLAVOR

Taste Hi Ho... try them or your family and guests. No other cracker has the distinctive flavor that belongs only to Hi Ho!

Compare!

FOR FLAKINESS

Turn a Hi Ho cracker edgewise. Note the crisp flakiness, the delicate texture... sure sign of expert baking.

... *it's Hi Ho for Finer Flavor!*

FROM THE THOUSAND WINDOW BAKERIES OF *Sunshine Biscuits, INC.* © 1948

Served with pride... everywhere



Kentucky Tavern, the Aristocrat of Bonds, is one of the world's most popular fine whiskies and has highlighted the hospitality of particular hosts for three generations.

Glenmore Distilleries Company, Louisville, Kentucky

**KENTUCKY
TAVERN**

NO OTHER BOND HAS THAT KENTUCKY TAVERN TASTE

COPYRIGHT 1947 G. D. CO.



RADIO SHOW is checked by Autry before a Sunday-night broadcast in Chicago. Besides songs and comedy it includes 10-minute drama featuring Autry.

GENE AUTRY CONTINUED

Autry packed his bags forthwith and used his railroad pass to get to New York. He was received there with apathy. The best advice he got was to go home and get some radio experience. This he did, with a spot as "Oklahoma's Singing Cowboy" on KVOO in Tulsa. A year later he reappeared in New York with a song called "That Silver Haired Daddy of Mine," the first of some 200 tunes in the composition of which he had a hand. It was an instant hit and has since become one of the few popular songs in American musical history to sell more than five million records. Autry got a contract with Columbia records, a place in the National Barn Dance broadcast in Chicago and was, as he says, "in business."

From here the road to Hollywood opened almost automatically. Mascot Pictures, one of several small outfits banded together in a new organization called Republic Pictures, was casting around for some way of rejuvenating the once-popular and profitable Western, fallen on evil days since the advent of sound made it necessary for cowboy actors to speak lines. Someone reasoned that the awkward moments might perhaps be overcome by having a cowboy who could sing. Autry got a bid, was given a small part in a Ken Maynard film and was immediately successful. The singing Western was born, and Autry in that first year, 1935, went on to make eight pictures. He was voted top box-office star for his field and held that position for six years, until he went to war.

The pattern of the singing Western is relatively simple and, it seems, sure-fire. The basic ingredients are a singing cowboy (Autry); his horse from which he is inseparable and which surpasses all other horses in intelligence and stamina (Champion); a young man who gets into trouble and, with a thickheadedness which would discourage any normal being in two minutes, consistently hinders the cowboy in his efforts to aid him; the boy's sister, or cousin or girl relative of some kind; a sheriff or other exponent of the law, who puts up a dumb front but is usually intelligent and right-minded underneath, and a villain or villains. In Autry's most recently released picture, *The Strawberry Roan*, the horse was the instigator of the basic conflict; in other pictures it might be an iron mine, a hidden treasure or a murder. Through most of the picture Autry is usually battling singlehandedly against everybody else; in the end he convinces the protagonists of law and order that he was right, nabs the villains and sings a last song to the girl.

The scripts make lavish use of the phraseology of the oldtime Western thriller: "Juhe Evans comes in," says the latest one written by Dwight Cummins and Dorothy Yost, "dressed in a riding habit which reveals rather than conceals her trim figure." Or, in a later scene, "With one long, light stride, Autry reaches the door . . . flattens himself against the wall, waiting, listening." And when the villain has been captured, "Mason, beside the deputy, hears Autry singing. . . . A faint, ironical smile touches his lips, the smile of a gambler who has staked everything—and lost."

Autry knows it is corn that he turns out, but he knows also that people love it. He has been shoveling it at his grass-roots admirers to the tune of some 65 pictures so far, including serials, to say nothing of a quantity of records which, if they were all shipped to one place, would make up a freight train solid with Western songs and

CONTINUED ON NEXT PAGE



*your
home is your
show window!*

Are you proud of your home? Or do worn, undersized rugs embarrass you, when friends drop in? Learn how little it costs to renew a room's beauty, with a new Alexander Smith Rug. Go, today, to your favorite rug department. See the beautiful new Alexander Smith patterns—plain, textured, and figured. You'll marvel at their down-to-earth prices. And write today for Clara Dudley's free color-idea book "Colorama," to Alexander Smith & Sons Carpet Company, Dept. LB-6, 285 Fifth Avenue, New York 16, New York.

Look at your rugs! Other people do.



Alexander Smith
Floor-Plan Rugs & Broadloom Carpets

COVR 548, ALEXANDER SMITH & SONS CARPET CO.



*Choose the **LIGHT** Scotch*

*Distilled in Scotland and Bottled in the
United Kingdom under Government Supervision*

King William IV

BLENDING SCOTCH WHISKY 86.8 PROOF • RENFIELD IMPORTERS, LTD., NEW YORK

GENE AUTRY CONTINUED

more than a mile long, plus countless personal appearances which have won him a following unequalled for loyalty. His fan club numbers some 5,000 registered members who pay for literature, a quarterly periodical and mailing costs. Under the direction of Mrs. Dorothy Crouse of Gary, Ind. they stuck to him all through his Army service, setting up a "Postcard Patrol" to keep his name alive and deluging magazine editors every week with letters demanding Autry stories. A carefully worked-out schedule for the Patrol was sent to members by Mrs. Crouse, and the effect was to have editors tearing their hair but printing Autry articles nonetheless.

But it is an undeniable fact that for all of his huge output on celluloid, wax and over the air, Autry is still an unknown to a great many Americans. Those who have never listened to him, or who do not care if they never do, are largely intellectuals and inhabitants of big cities. The millions who adore him are, in the words of the circus barker, "children of all ages," mostly small fry, kids in their teens and middle-aged or elderly women. The universality of Autry's appeal to such people is demonstrated by the fact that his following goes far beyond the limits of the continental U.S. In 1939 when he made his first and only trip abroad (except for Army service to the Far East), touring Ireland and Great Britain, he staggered local showmen by drawing an audience of 750,000 shrieking fans in Dublin and outdrawing even Gracie Fields in England.

He is always himself

AUTRY'S detractors are usually violent in their views, but it is doubtful whether they will be able to dent his following for some years to come. If ever there was a time when he might have been totally eclipsed that time was during his Army service, when Republic Pictures built up his rival, Roy Rogers, to replace him as "King of the Cowboys." But Autry weathered a protracted contract suit with Republic and came out his own boss, stronger than ever, simply because people like him. He is a natural actor in the sense that he always acts naturally. He makes no pretense at trying to be or wanting to be anybody other than himself. He carries this to the point of never changing his name—in pictures or radio shows he is always Gene Autry. This obviates the tiresome necessity of trying to act like somebody else and also cuts down the range of possible criticism quite considerably: nobody can ever compare Gene Autry with anybody else, since he is always Gene Autry in every picture he makes, and anyway this is usually comparison enough for his audience.

Autry's luck as a businessman has astonished not only Hollywood but his business associates as well. So far he has not registered a single miss on any of his investments. His first big venture, in January 1942, was the rodeo. This type of Western show had brought heartbreak and failure to many bigtime cowboys before Autry tried it, Tom Mix, Bill Cody, Ken Maynard and others among them. Autry put circus showmanship into the enterprise, dressed his performers in fluorescent suits, played spots on them and streamlined it generally. The result was a \$2 million enterprise which played to packed houses even in New York's Madison Square Garden far removed from the stamping ground of the usual Western fan. The next year, during the war, he made his first radio venture, putting \$60,000 into KPHO in Phoenix, a station which had been losing \$1,000 to \$1,500 monthly. Within a year it showed a \$66,000 profit.

In the construction of his home Autry baffled the experts. He picked a ravine in the San Fernando Valley for the spot where he wanted to put up a ranch-type house. Architects refused the job, saying the place would wash away in the first flood. Autry wanted stables built in with the house; he was told the smell would make the place untenable. He built it anyway, with his own plans, using 16-inch mains to draw off flood water and deodorizing the stables. The house is a showplace, with a tanbark circus ring leading right off the living room. Here Autry has his horses perform to the thunder of an applause machine which accurately reproduces all the noises of a bigtime performance, including brass bands.

The pace of Autry's life in the pursuit of all this happiness is an exhausting one but indicative of the restless drive which keeps him going. A typical day was one he spent recently while on tour with his road show in the South. He arrived in his plane after a 1½-hour flight, acting as his own pilot. Then he was interviewed at the airfield by the local radio station and newspapers and handed out a couple of dozen autographs to the enthusiastic small fry who greeted him. From there he was whisked behind a motorcycle escort to the state capitol, where he met and chatted with the governor. Continuing to his hotel, he made four long-distance phone calls in a half hour, involving business deals. He was then picked up and

CONTINUED ON PAGE 100

STA-NEET—"the Family Barber"

PAYS FOR ITSELF FIRST TIME USED!



CUTS AND TRIMS HAIR
with professional neatness. STA-NEET also removes unkempt straggly hair, safely and quickly. Just a few minutes now and then keeps your hair looking well groomed all the time.

THINS AND SHAPES HAIR just the way you want it. With STA-NEET you can keep your hair trim and smart looking, anywhere, anytime. Get one for each member of the family.

IDEAL for keeping boys' and girls' hair looking neat and well groomed all the time. STA-NEET saves average family \$50.00 to \$100.00 a year.

SHAVES LEGS and under-arm hair, too! No fuss, no bother—quickly, safely. Precision made STA-NEET will save you many many times its cost. All standard double-edge razor blades fit STA-NEET.

NOW... The Entire Family Can Have Complete

Hair-cuts at Home with STA-NEET

Sensational, new STA-NEET'S exclusive "MAGIC KNOB" adjusts instantly to cut, trim, thin or shape hair with professional neatness. Shaves legs and underarms too! Guaranteed to give complete satisfaction or your money back.

Now the entire family—men, women and children—can get a complete haircut at home for only a few pennies each. Try a STA-NEET—it's easy, it's fast, it's fun. Just turn the "MAGIC KNOB" to adjust and *change the blade*... no bolts, no nuts, no screws. Get one for every member of the family! See for yourself why hundreds of thousands of satisfied users have already purchased sensational, new STA-NEET within a few recent months.

Ask your dealer for STA-NEET today!

STA-NEET is sold by all leading stores. If your dealer does not have a supply of STA-NEET, mail this coupon with \$1.00 now!



Only **98¢**

★ STA-NEET double edge blades fit all standard safety razors. Ask for STA-NEET blades.

Stay neat with STA-NEET

Look for this trademark—only STA-NEET has the "Magic Knob," backed by money-back guarantee. Accept no substitutes.



STA-NEET CORPORATION, Dept. L-6
Box 1431, Los Angeles 15, California

Enclosed is \$1.00. Please send me a STA-NEET—the modern family barber. I understand that if after 30 days' trial I am not completely satisfied I can return it for a complete refund.

Name
Address
City State

SPYING SPOUSE
Caught red-handed!
So that's where
my groceries go!

"SNACK SNEAKER"
Yes, m'love—
Especially your
Mustard-with-Horseradish!



EXCITING MUSTARD DISCOVERY—
Best Foods Mustard with Horseradish

Trust Best Foods to bring you a mustard *plus!*
Not just mustard—but *keen, true-tang* mustard
spiked with a delightful dash of horseradish!
Perks up your favorite mustard recipes
like magic. *Anything* you like with mustard,
you'll like *better* with Best Foods Mustard
with-Horseradish. Get a jar—today!

**MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE**



So different!

RECIPE FOR

UNDERWOOD

DEVEILED HAM

STUFFED EGG SALAD

3 hard-cooked eggs	1 teaspoon prepared mustard
5 egg yolks	A few drops lemon juice
1 head lettuce	French dressing
1 tablespoon melted butter	1 can UNDERWOOD DEVEILED HAM

Cut eggs in halves lengthwise. Take out yolks carefully, wash to a smooth paste with UNDERWOOD DEVEILED HAM, mustard, lemon juice and melted butter. Re-fill whites of eggs with this mixture. Place a half egg on a slice of tomato and serve on crisp lettuce leaves with French dressing.

AMERICA'S FAVORITE SANDWICH SPREAD

UNDERWOOD

DEVEILED HAM

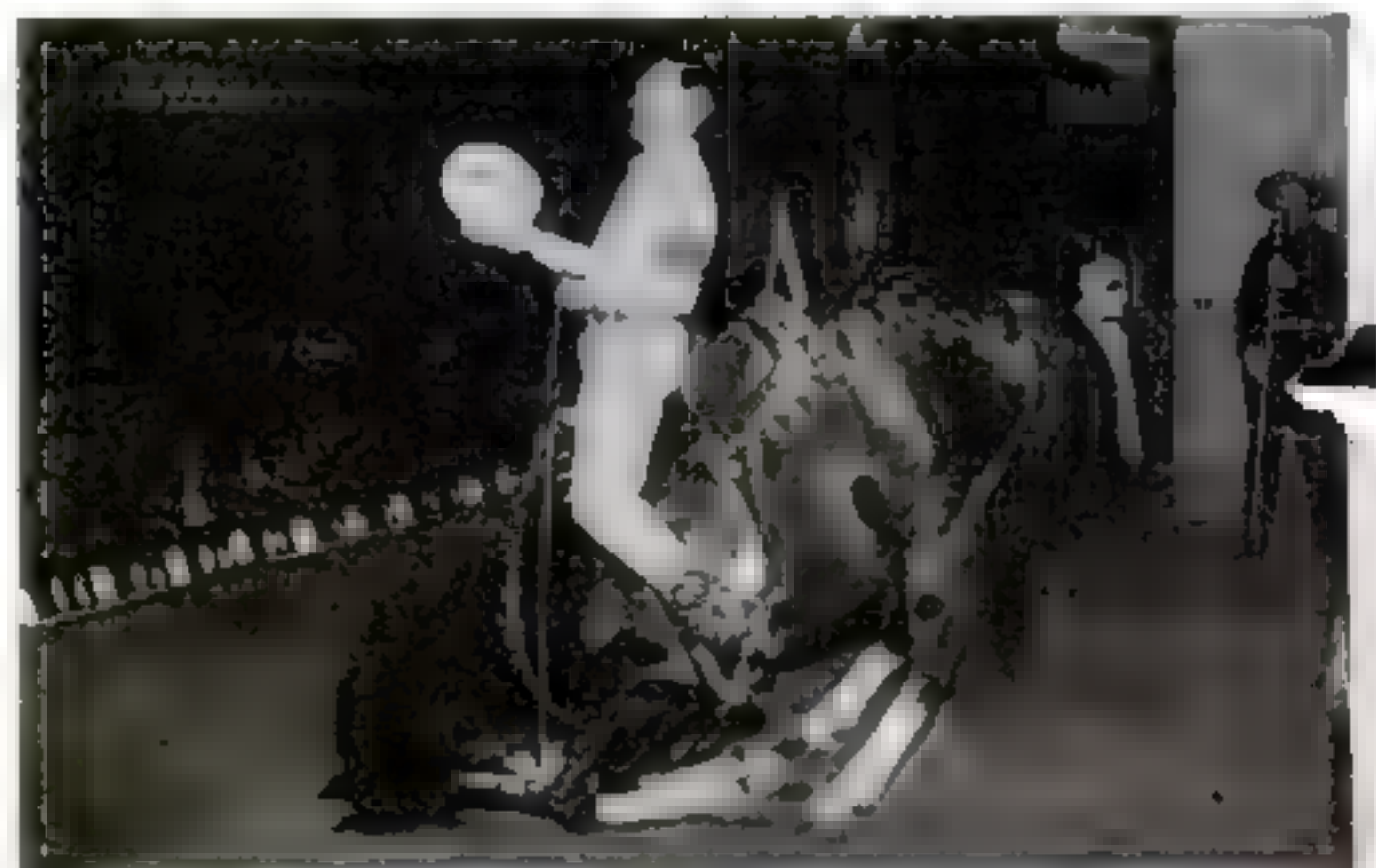
"Branded with the Red Devil but fit for the gods." Ask for UNDERWOOD DEVEILED HAM by name and be sure of finest flavor, delicious all-ham quality.

driven 35 miles to a neighboring town for a luncheon given by a businessmen's club. He spoke extemporaneously for half an hour, received a bronze plaque from the local schoolboys, courageously sang them one stanza of *Back in the Saddle Again* without benefit of any accompaniment, then posed for pictures. From the luncheon he was taken to another radio station where he made one live broadcast and one recording. Driving 35 miles back to the first town, he took another half hour to visit a hospital, then repaired to the hotel for a quick Scotch-and-soda and another long-distance phone call. He made the theater just at curtain time for the afternoon show. Between the afternoon and evening performances, he had an hour and 35 minutes for supper, more phone calls and a conference with the local publicity man, who had muffed his job with the result that the house was almost empty for both shows. "Guess we might just as well not have hit this town at all," he said after the last performance. But he added philosophically, "You have to expect this sort of thing once in a while."

Autry is his own business manager and delegates authority only in matters of detail to a few men whom he trusts implicitly. Most of them, like Armand "Mandy" Schaefer, president-producer of his movie company, or Mitchell Hamblurg, the Hollywood agent who handles the Gene Autry products, have been with him for many years. David Whalen, his New York representative, is another old friend; others, like his publicity agent, Bev Barnett, or Herb Green, who shares in piloting the Autry airplanes and keeps them in shape, are fellow countrymen from Oklahoma and Texas. Autry pays them well for their services. "Management," he says, "is the important thing in business. If you've got good management, you'll get fat profits. And that's what I always remember."

A good deal of the care and caution with which Autry manages his affairs is attributable to Mrs. Autry, a chic and charming, round-cheeked woman whom he married 16 years ago. He was making \$35 a week at that time back in Oklahoma. Through the years of his growing wealth Mrs. Autry, as their closest friends will unhesitatingly say, has always managed to keep his feet on the ground and their life apart from the extremes of Hollywood, with the result that the Autrys are known as rather retiring, simple folk. She is a devout Christian Scientist, an avid follower of current affairs and inclines to view Hollywood and all its works, including her husband, with the practical eye of an Oklahoma housewife, tempered by a touch of slight amusement. She and Autry entertain sparingly, usually giving only three or four medium-sized (150-200 people) parties yearly, on such occasions as birthdays or their wedding anniversary.

Autry's status as a man of business is as unquestionably established today in the business world as is his box-office stature in screen and radio. He leaves no doubt in the mind of anyone with whom he deals that he is serious, and not to be confused with the cowboy character of his other self. How far this can go is aptly illustrated by a recent conference regarding a radio station he had just purchased. He was asked whether he would be willing to give free time on the air to religious groups. Autry thought it over for a while, then answered flatly, "No." Pressed for a reason for this surprising attitude, he drummed his fingers on the chair, looked around with his bright, blue eyes, and said, "There's maybe 40 different religious groups out here, if you count 'em all in. If you give free time to the big denominations, you've got to give it to the little ones too. But if you give it to all of 'em, you'll wind up with no time at all to sell. And that just ain't good business."



ROAD SHOW is climaxed by Autry appearing on *Champion*, shown on his knees to Richmond, Va. youngsters. Autry was his own master of ceremonies.



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



Some things you should know about being a good patient

No. 212 in a series of messages from Parke, Davis & Co.
on the importance of prompt and proper medical care.



FOR your own sake, as well as your doctor's it is vitally important to be a "good patient."

Often it is your co-operation with your doctor that makes the difference between an early recovery and a late one, between a minor illness and a serious one.

Here are some of the ways you can help your doctor, and yourself:

1. If you feel sick, call your doctor at once. Don't wait for a serious illness to develop before you ask his help. The sooner he sees you, the more he can do to help you avoid a major illness.
2. Before you telephone your doctor, make a list of the questions you want to ask him. Have a paper and a pencil handy when you call, so that you may take down his instructions. This way you will save your doctor's time, and remember *accurately* what he tells you.
3. Answer your doctor's questions *fully*. A previous illness may not seem to you to have any bearing on your present condition. But to your doctor it might furnish a valuable clue. Tell him complete facts. Let *him* decide what is important.
4. Follow your doctor's instructions *exactly*. If he prescribes medicine, take it *according to directions*. Remember, a larger dose than that prescribed won't cure you faster. And it might be harmful.
5. Never use medicine prescribed for somebody else, or for a previous illness of your own. However similar your symptoms may appear to you, the nature of your illness may be quite different. Only your doctor can accurately diagnose your trouble and prescribe proper treatment.
6. If your doctor advises an operation, don't put it off. With modern surgery, modern hospital care, you seldom have reason to fear an operation.
7. The new medical treatments you read about in the popular press aren't likely to be news to your doctor. If your doctor has not recommended a new treatment to you, it is probably because there are still some questions about its value, some limitations not stressed in popular reports, or some factors in your case which would make the treatment undesirable or ineffective for you.
8. Don't ask your doctor to advise you about members of your family whom he himself has not seen. He cannot risk giving an opinion about a patient of whose condition he has no firsthand knowledge.

Makers of medicines prescribed by physicians

PARKE DAVIS & CO.

Research and Manufacturing
Laboratories, Detroit 32, Mich.

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FREAK PAINTING PRIZES

Year's big cash winners stir up a big art fight

The art season which is just coming to a close has been rich in confusion, controversy and cash. The controversy arose among artists and critics who argued with increasing bitterness over the lengths of unintelligibility to which modernist art was going. The confusion came from the public after listening to the experts belaboring each other. The cash came from big donors of annual prizes who were exceptionally generous this year.

On this page are three of the biggest art prize-winners of the past season. *Country Tenement* by Henry Kallem won \$2,500 from a maker of soft drinks, the Pepsi-Cola Company. *Cyclops* by William Baziotes won \$1,000 from a highly respected art museum, the Chicago Art Institute. *Still Life* by Nicholas Vasilieff won \$3,000 from a maker of artificial pearls, the La Tausca Company.

For their efforts the donors got rough rewards. In an editorial called "The Public Be Damned" the *Art Digest* labeled the Kallem work "trivial," the Baziotes painting a "pregnant doughnut" and the Vasilieff a "slew-footed still life." Emily Genauer, New York critic and no foe of modernism, lambasted the juries which chose the winners. "What has lately been winning prizes just isn't art," she said, warning that such awards would drive laymen to conclude that modern art is a colossal fraud.

Almost everybody got into the light but the donors. La Tausca quietly used *Still Life* to advertise its pearls. The Pepsi-Cola Company gave Kallem the \$2,500 but did not put his painting in its yearly calendar where it reproduces other entrants in its contest. The Chicago Art Institute simply exhibited *Cyclops* for 10 weeks and let it go at that.



\$2,500 PRIZE was won in Pepsi-Cola contest by 36-year-old Henry Kallem of Pennsylvania with this *Country Tenement*.

It was first prize he had ever won. Two months after winning prize he held first one-man show.



\$1,000 PRIZE went to William Baziotes of New York for *Cyclops*, exhibited at the Art Institute of Chicago.



\$3,000 PRIZE, the biggest cash award handed out for a painting in the U.S., was given to Nicholas Vasilieff

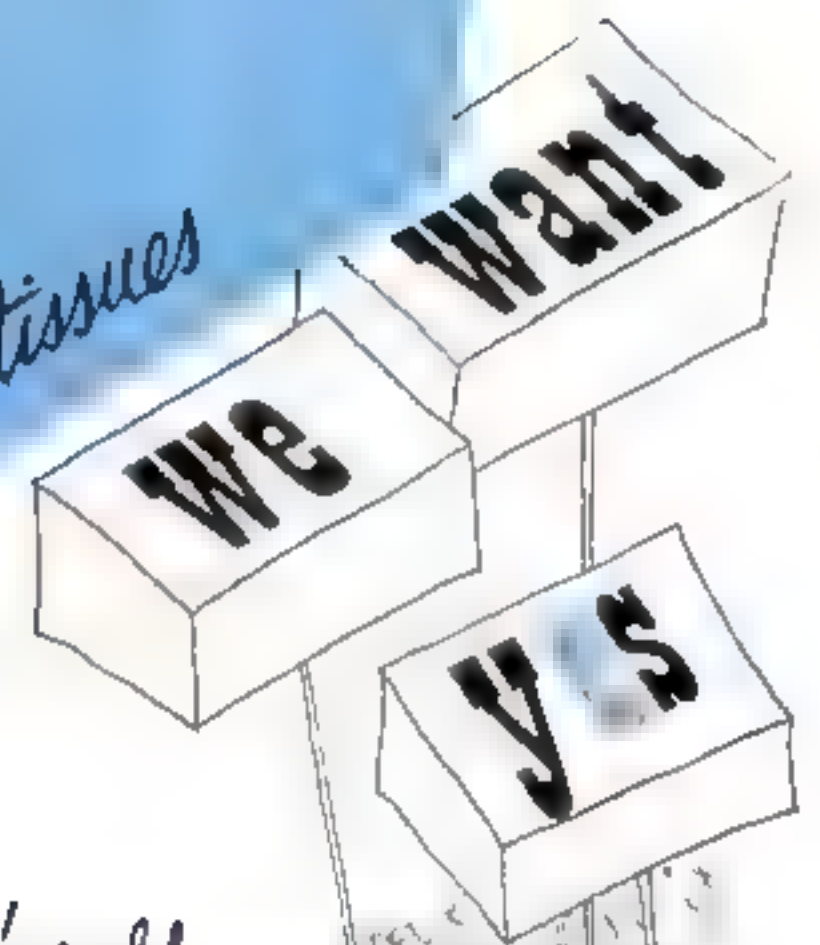
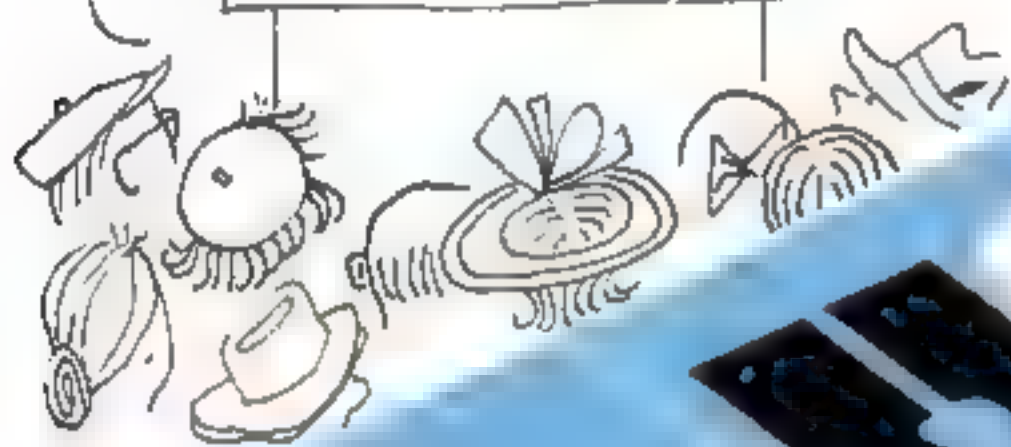
of New York by La Tausca competition sponsored by the maker of artificial pearls. Vasilieff calls it *Still Life*.

yes it's the tissue
that settles the issue!

yes dismisses
telltale kisses



"And if your nose should choose to run
I promise **yes** for everyone!"



Seems everyone's sold
on **yes** for a cold!



Vote the wide-open **yes** box! Better than any --
You can take one tissue -- you can take many!



SECRETARY WATCHES BOSS THROUGH PEEPHOLE

Life Looks at the Habits of U. S. Executives

In offices barren or cluttered they work hard, sometimes eat and change clothes, have ingenious devices for getting rid of visitors



ACROSS AN UNCLUTTERED DESK BRADLEY DEWEY, PRESIDENT OF DEWEY AND ALMY CHEMICAL COMPANY, DISCUSSES A NEW PLASTIC WITH VANNEVAR BUSH

For at least eight hours every working day the office of any topflight American executive is his home. He not only works in it but when pressed for time may eat and even sleep in it. He is apt to use it as a sort of showcase to impress his friends and competitors. Or he may just consider it a convenient place to hang family portraits and stuffed fish. Shown on these pages are some U.S. executives whose offices, desks, secretaries and sometimes rather special working habits provide a revealing glimpse into a great institution—the American businessman.

Although Bradley Dewey (*above*), the head of a Cambridge, Mass. chemical company, is typical of the average hardworking executive in most respects, even he has one notable office eccentricity. His secretary (*top*) is deliberately spying on him. She is doing this with the full

approval of her boss, who long ago had a peephole cut in his office door so she could keep tabs on visitors and shoo them out if they got too long-winded. Dewey, here shown talking to Physicist Vannevar Bush, works long and hard, sees an average of 20 visitors every day. Afterward, however, like many executives who run well-organized businesses but sometimes neglect their personal chores, he finds he is prone to forget evening appointments and packages to take home. Therefore his secretary carefully places notes about his engagements in his hatband, leaves packages under the hat (*right*). On the following pages are eight more examples of the American executive at work, including a publisher, a labor leader, a Washington columnist and a Boston banker whose museumlike office (*next page*) looks far more historic than Faneuil Hall.



CAN OF 16-MM. FILM LIES UNDER DEWEY'S HAT



FORBES (LEFT) TALKS TO CLIENT AS ANOTHER ONE ENTERS UNANNOUNCED.

A BOSTON BANKER LIKES TO WORK IN A FINE HISTORICAL CLUTTER

Allan Forbes (left), president of Boston's State Street Trust Company, is one of New England's best-known bankers. He is also one of its most tireless collectors of historical odds and ends. His enormous office in the bank—about 40 feet away from the plain, neat quarters of Board Chairman Charles Francis Adams—is crisscrossed with a wonderful clutter. This includes a desk full of ships' models, pewter inkstands, 11 iron spiders creased for melting bullet lead (Forbes uses them to hold paper clips) and a carefully mounted polo ball which figured in the winning of the U.S. championship in 1900. Forbes was on the winning team. His office walls are hung with whalers' harpoons and oil prints of New England. Despite this antique confusion Forbes, who is 53, puts in a full seven-hour day on bank affairs, spends it presiding at trust meetings, compiling historical advertising brochures and starting up new business. Although most secretaries are notoriously critical of their bosses, Forbes's secretary is full of admiration for him. Says she, "Why, he is unfailingly goodhumored and thoughtful. He even carries up stairs to my office to give me dictation and is always telling me not to hurry." She complains only mildly of Forbes's habit of scrawling almost undecipherable shorthand notes and his enthusiasm for keeping his office window wide open all year round. But his door is always open, too (*ahoy*), and he will see anyone, the fact which prompts his secretary to comment, "That has always seemed to me a very nice way to do things."



DESK DRAWER has keys, socks and chocolate, which Forbes always nibbles.



SHIP'S BUCKET is a target for waste paper. But Forbes's aim is usually bad.

CONTINUED ON NEXT PAGE



OFFICE WINDOW (above) looks out on traffic flowing around the old Boston State House, now used as a museum. When Forbes takes out his window view, he pulls down a shade (*ahoy*) with a drawing showing the way it was 75 years ago.



Lucius Beebe, distinguished columnist and arbiter of good taste, is a member of the Aqua Velva After-Shave Club.

Join
**Lucius
Beebe**

IN ONE OF THE WORLD'S
FOREMOST CLUBS



Your early-morning disposition will brighten when you join the Aqua Velva After-Shave Club. Aqua Velva is a bright exclamation point at the end of your shave. It refreshes the face, gives you a healthier look, raises the spirits with its clean, fresh scent. It's good before and after electric shaving, too. Get a bottle of Aqua Velva today.

A FEW OF THE MEMBERS

Norman Rockwell Albert Spalding Lauritz Melchior
John Erskine James Thurber Sir Cedric Hardwicke



I'm feelin' mighty low!

This little fellow is built pretty close to the ground, but that doesn't account for the way he feels. He has worms—and nothing drags down his health and spirits any faster.

Every dog has worms at one time or another, but if you give him the care he deserves, you can keep him free of them from puppyhood on. Sergeant's PUPPY CAPSULES do a thorough, safe and gentle job of worming pups and small dogs weighing less than 10 pounds.

For larger puppies and dogs, Sergeant's SURE SHOT CAPSULES get the same dependable results.

They kill Hook and Round worms quickly and easily, leaving your dog full of pep and ready to romp. And, like all of Sergeant's 19 Dog Care Products, both SURE SHOT and PUPPY CAPSULES have been carefully tested for effectiveness on all breeds.

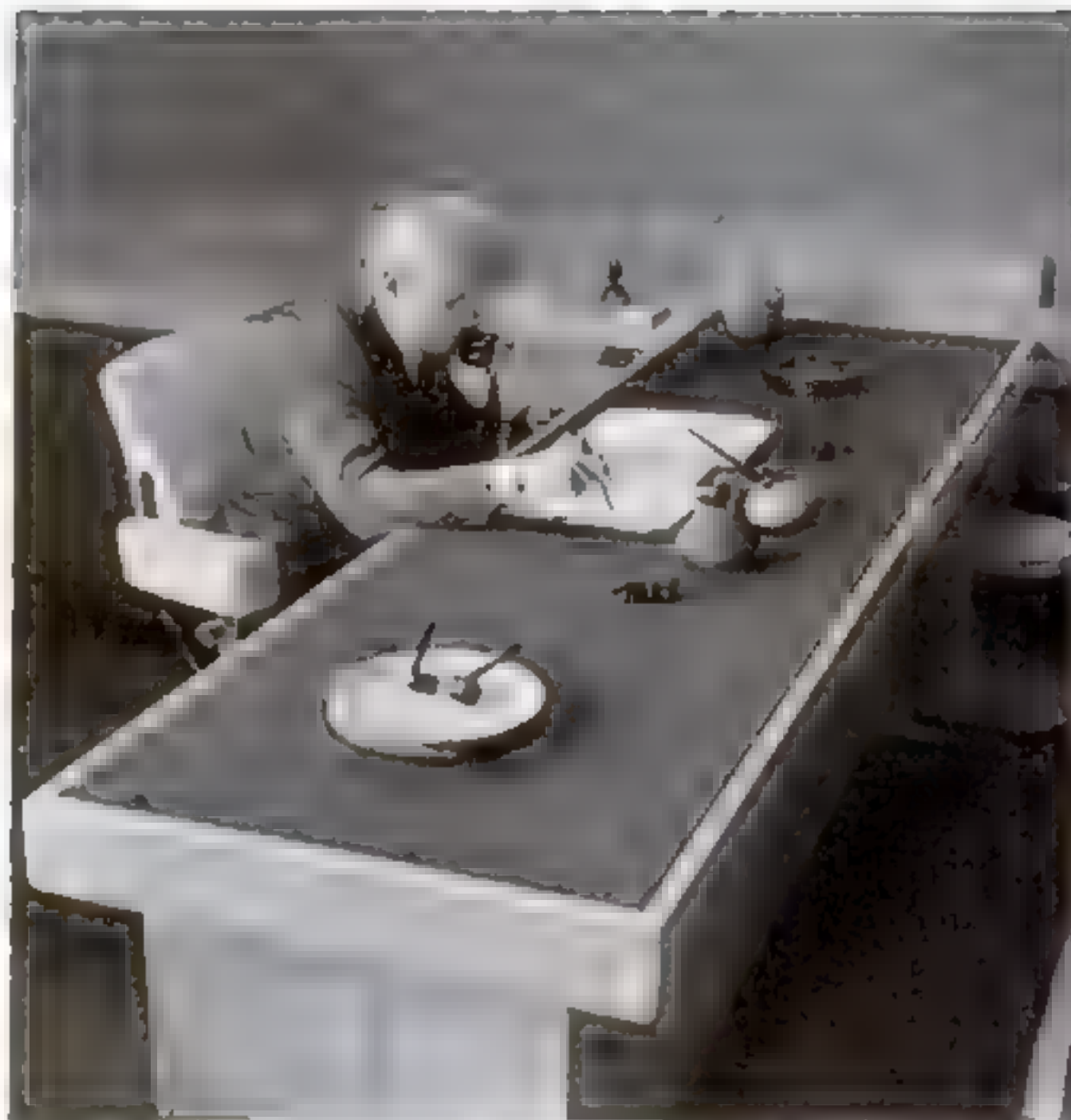
For more than 73 years, Sergeant's has been making better products for man's best friend. High standards, based first upon a real love for dogs, backed by patient clinical research and testing by consulting veterinarians, have made Sergeant's a name dog owners trust.

• There are many symptoms of worms. Do you know them? Sergeant's FREE Dog Book contains many useful facts on dog health and training. Ask for your copy at drug or pet store, or write Sergeant's, Richmond 20, Va.

Sergeant's DOG CARE PRODUCTS



Executives CONTINUED



CBS PRESIDENT STANTON USES A MODERN DESK HE DESIGNED HIMSELF

Modern Desk vs. Roll Top

In striking contrast two famous types of American executives are shown here. Above is Frank Stanton, 40, president of the Columbia Broadcasting System. A quiet, forceful man, Stanton puts in a back-breaking 12- to 14-hour working day, much of it in a huge, modern New York office full of blond wood. Most notable feature of Stanton's office is a complicated control panel within easy reach. On it an imposing array of switches, buttons, dials and knobs control Stanton's four telephones, his phonograph, his shortwave, AM and FM radio and the special lighting effects in his office. Below is William H. Danforth, 77, head of the St. Louis, Mo. Ralston Purina Co., the biggest feed company in the U.S. Behind Danforth stands his much-used roll-top desk. Considered somewhat of a martinet by his employees, who are forbidden to smoke anywhere in the plant, Danforth works an 8½-hour day, starts it off by touching his toes 20 times, writes mottoes ("Stand tall; Live tall") and wears checkered jackets similar to the checked pattern used in all the company's advertising and on its food boxes. Far past his company's compulsory retirement age (65), Danforth chuckles and asks, "Who is going to tell me to retire?"



RALSTON PURINA BOSS WORKS AND TALKS BEFORE ANCIENT ROLL TOP

CONTINUED ON PAGE 111

VERY
OBVIOUSLY...THE WINNER

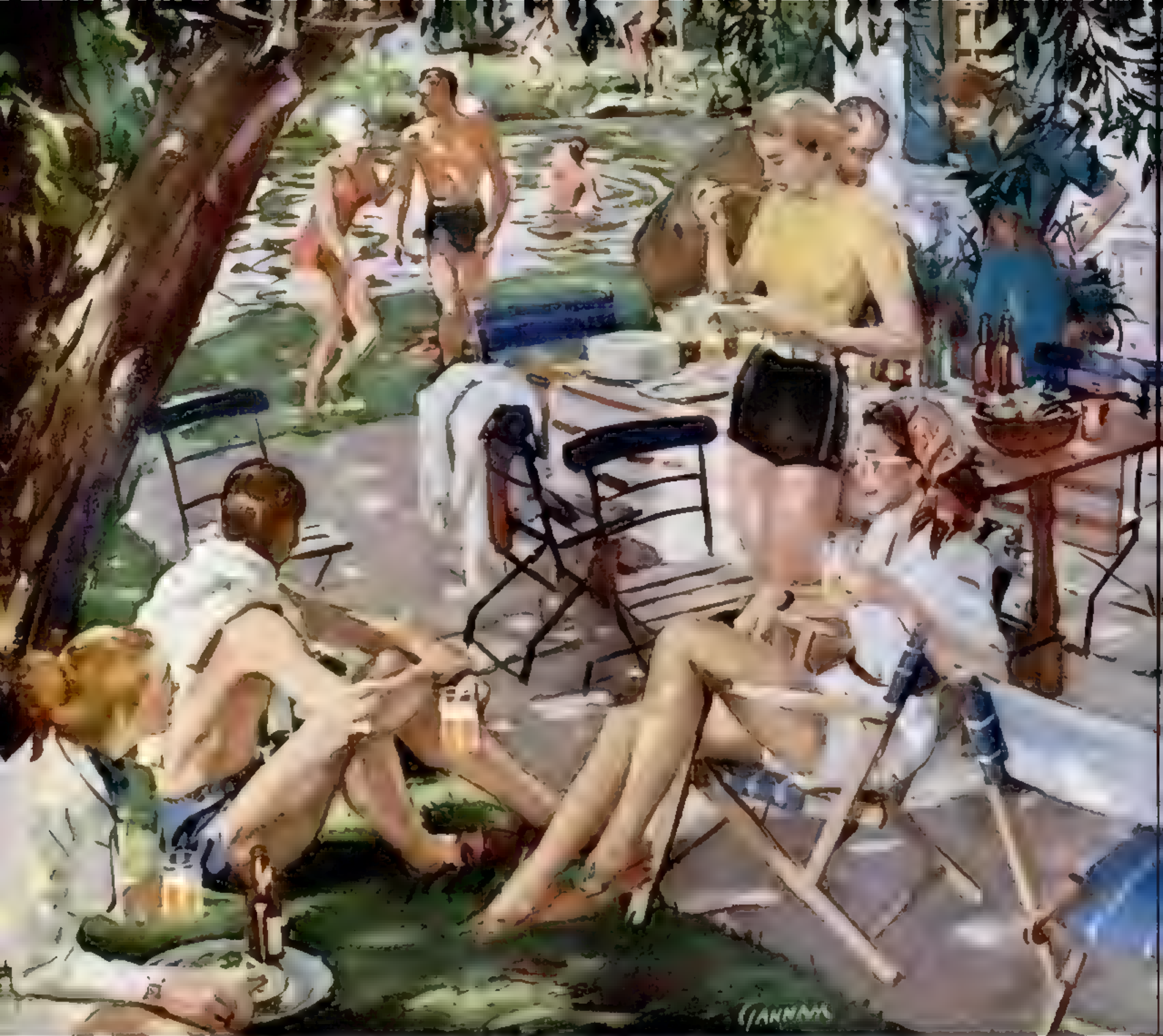


WINNERS ARE PRODUCED BY MEN WHO PLAN BEYOND TOMORROW

Seagram's VO

CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES

This Whisky is Six Years Old—86.8 Proof. Seagram-Distillers Corporation, N. Y.



"AROUND THE SWIMMING POOL," by John Gannam. Number 18 in the series "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION





James C. Petrillo

Musicians' Union Boss James Petrillo likes to brag about the fact that all the furnishings in his big Chicago office (*above*) belong to his union. Some of them, like a fancy brass letter holder and a magnifying glass, he never uses. The pen set, he adds mockingly, is something for "visiting lawyers to try and steal." His office rituals, however, are peculiarly his own. Fearful of catching somebody's germs, he refuses to accept a cigaret from an opened package and confines handshaking to hooking his little finger around that of a visitor (*below*). "At present," he confides, "I'm even getting away from the hook. I just touch."



BOSS PETRILLO, A HAM ACTOR AT HEART, DISPLAYS HIS "HANDSHAKE"

CONTINUED ON NEXT PAGE

TIMELY TIP FOR ALL FISHERMEN

...Add To Your Fun With This Fine, Precision-Made Tackle

This season, why not equip yourself with the best? Let your nearest BRISTOL Dealer show you the pace-setting values he's now featuring in BRISTOL's celebrated, precision-made tackle. Handsome hexagonal and round "all-purpose" telescopic rods! One piece, seamless tubular and solid steel rods! Wonderfully-balanced,

light and super-strong rods . . . as well as reels and silk and nylon bait casting and fly lines of topmost quality. BRISTOL originated and is today's largest producer of steel rods. Every item of BRISTOL's famous tackle is BRISTOL-Made . . . made with a conscientious care that assures lasting satisfaction.

BRISTOL NYLON CASTING LINE



Next time you buy, try this exceptionally durable BRISTOL favorite. It's a "core-deep," waterproofed line fashioned of du Pont Nylon. You can get it in either jet black or light green. It is a pleasure to cast and is impervious to foreign substances sometimes found in salt or fresh water. It comes in 50-yard spools, two connected spools to the box.

Strength Test For BRISTOL Lines

To test the strength and stamina of parachute cord during war years, BRISTOL used the "mechanical watch dog" illustrated here. Upon the uniform and flawless strength of such cord might depend a human life. Today, this same highly-accurate testing equipment gauges the precise strength-uniformity of all sizes and types of BRISTOL fishing lines. No wonder these hold first place in the preference of so many thousands of line-wise anglers everywhere.



Bristol
THE HORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT

FISHING RODS
REELS • LINES



Also Makers of
BRISTOL
Golf Clubs

Working Out with Lloyd Mangrum

46 U. S. Open Golf Champion



My hair beats the bogey of blistering sun and drenching showers with the **Vitalis "60-Second Workout!"** After every round I take...



"50 seconds to massage." Massaging Vitalis' pure vegetable oils on scalp protects hair from drying effects of sun, wind, water. Routs loose dandruff. Helps check excessive falling hair.



"10 seconds to comb." Now hair is no longer dull, brittle, hard to handle. Has no greasy "patent-leather" shine—Vitalis contains no mineral oil. For a complete summer hair-conditioning, get Vitalis!



Product of
Bristol-Myers

the **Vitalis**

"60-Second
Workout"

summerproofs hair
...keeps it handsome

Executives CONTINUED



Preston Sturges

In Hollywood where three-secretary producers are not uncommon, Producer-Director-Writer Sturges, a mere two-secretary man, makes up in unorthodoxy what he lacks in numbers. One of his secretaries (above) works almost surrounded by a 25-foot desk, Sturges and a ping-pong table holding a ship's model and an old Oscar. The other (below) takes over when No. 1 gets tired and is often, like all Sturges employees, talked into using the office Exercycle to keep in trim. An impatient, tireless worker himself, Sturges summons his secretaries by squeezing hard on a French taxi horn and yelling loudly as he honks.



UNDER STURGES' URGING, SECRETARY GRACE TINIAN GETS A WORKOUT



MOTORISTS!
Cross Lake
Michigan
with your
car aboard!

Relax, have fun
between Milwaukee
and Muskegon...on

S.S. MILWAUKEE CLIPPER

FAMOUS MILLION DOLLAR LUXURY LINER!

This delightful cruise links U. S. Highway 16 between Milwaukee, Wis., and Muskegon, Mich. (saves 240 driving miles)—gives you a delightful change! Comfortable bedrooms, lounges, broad decks, music, dancing, fine food, refreshments—many other attractions. Day and night sailings. Advance reservations accepted. Get illustrated folder with rates, schedules, information. Write: The CLIPPER Line, Wisconsin & Michigan Steamship Co., 615 E. Erie St., Milwaukee, Wis.

WRITE FOR
**FREE
FOLDER**

Shaving's a
BREEZE
Blade changing a
CINCH...

with sensational
Gillette
Super-Speed
RAZOR SET



NEW!
New! Permits instant
blade changing

SPECIAL INTRODUCTORY OFFER
Gillette One-Piece Razor
and 10-Blade Dispenser
\$1.50 VALUE
\$1.00 Greatest Shaving
Value Ever Offered

Enjoy extra shaving luxury
change blades presto... with
the amazing new Gillette Super-
Speed Razor Set. Twist... the
razor opens! Zip!... there's a
new Gillette Blue Blade! Twist
again... you're ready to shave!

CONTINUED ON PAGE 115

Precious pre-war
BOTTLED IN BONDS



from *Schenley*
the House
of
Aged Whiskies

for "Elegance in Taste"

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ATLANTIC BEACHES



PAUL BUNYAN COUNTRY



GOLD CENTENNIAL

NORTHERN
LAKES

NATIONAL PARKS



NATURAL BRIDGE



EXPENSE-PAID TOURS wrapped up, ready to enjoy!

Greyhound *Amazing America* Tours are pre-planned by experts—with hotel reservations, sightseeing and transportation all arranged and paid in advance. You can relax and enjoy the trip to the fullest, free from uncertainty or bother.

These tours take you to the nation's most popular playgrounds, its magnificent parks, great cities and historic shrines. You can choose from dozens of available tours, or have one tailored to measure. Tours are arranged for one person or any size group. Greyhound Tour Bureaus are located in most of the larger cities—or you can get information from your local agent.

It may be that your neighborhood stores are having "Bargain Days" or "Bargain Weeks". But with Greyhound this is truly *Bargain Year* and, by any comparison you can make, its trips and tours add up to the best money's worth in modern travel.

Compared with pre-war days, Greyhound fares are just about the same—although nearly all other prices have skyrocketed. In terms of the average income, a Greyhound ticket now costs far less than it did in 1941. Compared with any other kind of transportation, you can travel many more miles for a dollar.

Greyhound also offers bargains in service, in scenery, and in comfort. Its easy-riding, roomy Super-Coaches go to the most popular resort areas in all 48 States, Canada and Mexico. They reach the hidden-away beauty spots, too—the uncrowded places where vacation sports are at their best. You don't have to "shop around" for travel this year . . . *Greyhound has all the best bargains!*

DUDE RANCHES



GOLDEN GATE BRIDGE



NATIONAL CAPITOL



NEW ENGLAND



NIAGARA FALLS



GREYHOUND

ALL THE
BIG CITIES



Connoisseurs rave about *Miracle* French Dressing, with its subtle hint of garlic. Such zest! Such sparkle! A master's blend.

Miracle
FRENCH DRESSING
by KRAFT

NOTE: If you don't want even a "smidgen" of garlic, get Kraft French Dressing. It's immensely popular.



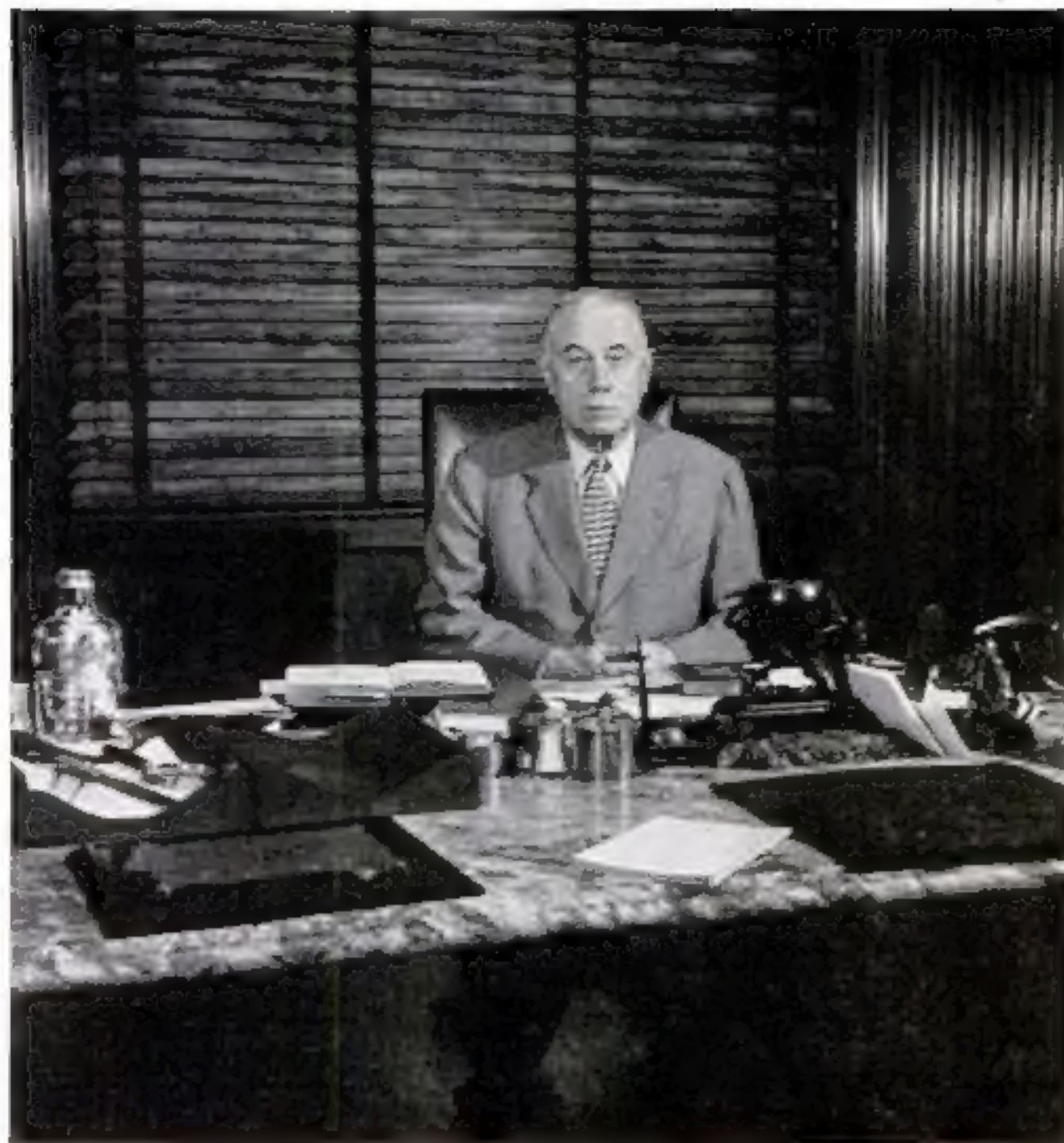
The
KELTON
"Dayton"

Yes,
terrific
at \$10*

Chrome case, stainless steel back, radium hands and numerals, sweep second hand.

US TIME

*Federal tax only 10%. Guaranteed by



Robert R. McCormick

The 68-year-old proprietor of the *Chicago Tribune* still works a nine-hour day, spends much of it behind a great marble desk cluttered with two telephones, a shakerful of salt for brushing his teeth, a pile of current newspapers and a murderous-looking pair of clipping shears given him by his grandfather, Joseph Medill. Favorite gadget: a knobless trick door which baffles outgoing visitors because it blends into the woodwork and can be opened only by the pressure of McCormick's foot on a small brass plate. Most annoying habit from a secretarial standpoint: McCormick's use of simplified spelling. Necessary precaution: a pistol-toting guard outside McCormick's office door.



Drew Pearson

Busy, gum-chewing, nonsmoking Washington Columnist Pearson, unlike most executives, lives and works in the same building, a sprawling house he owns in the Georgetown section. The five-room "office wing" during an average 10-hour working day contains a staff of four men, four women, Pearson and a pet black cat named Cinders (above). Pearson's desk is as informal as his column. Piles of papers continually overflow onto a small table nearby and often the only clear space is the wooden "outgoing" tray occupied by the cat. But Pearson claims he always knows where everything is. His only rack-ing worry is that things will not get done on time. They usually do.



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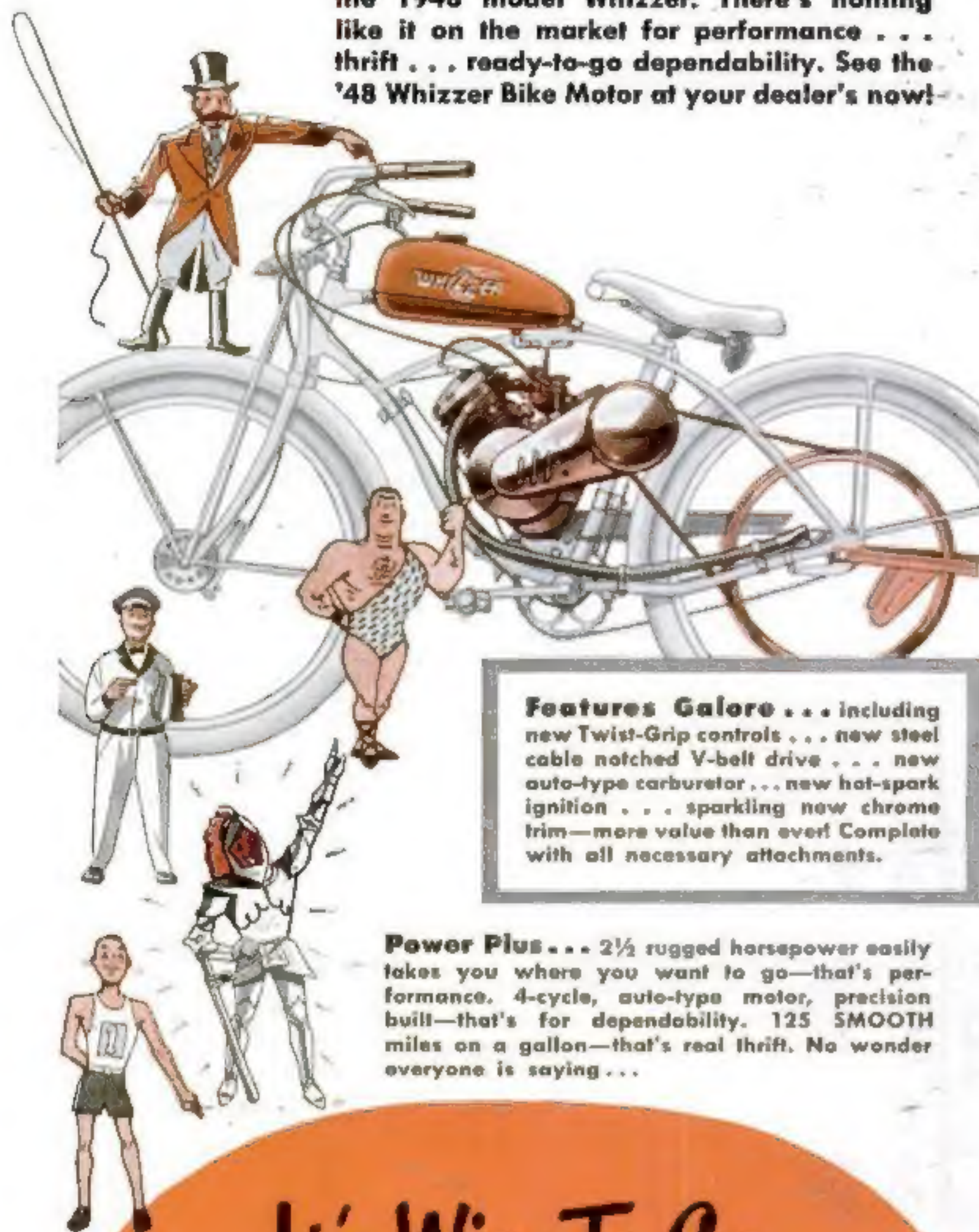
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Executives CONTINUED

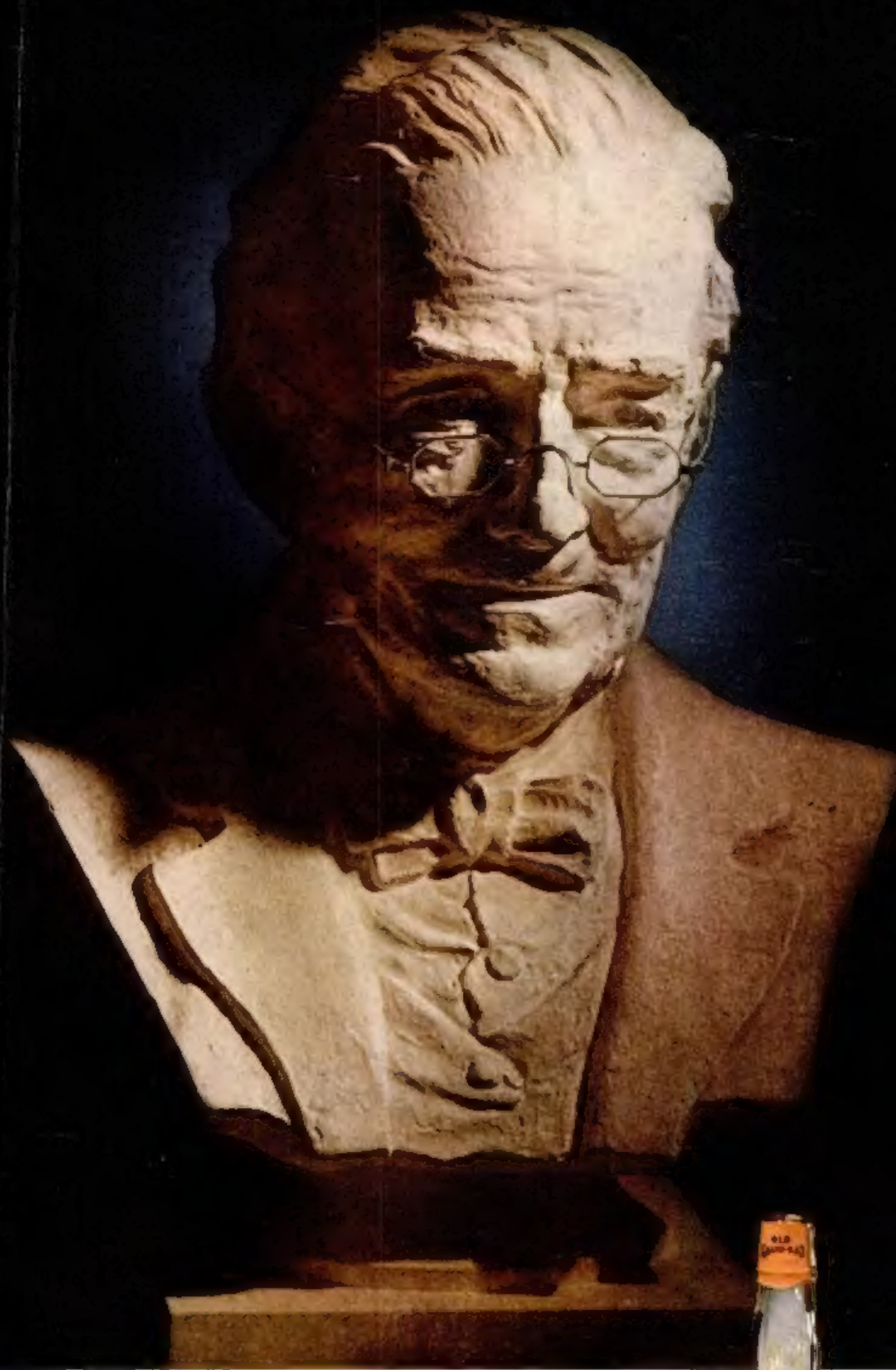


Henry Rosenfeld

New York Dressmaker Henry Rosenfeld, now one of the nation's biggest (last year's gross: \$15 million) and youngest (37), got a fancy \$250,000 establishment two years ago when he really hit the big time. Above a model wears for him the kind of dress, a well-cut green chambray at a low of \$14.95, that helped make Rosenfeld known as "the boy wonder of the garment trade." Rosenfeld is admired by his employees for his cheerful manners and iron calm in a nerve-racking business. He has no personal secretary, uses one of two office stenographers for his dictation. He does, however, allow himself the personal luxury of a dressing room and a valet named Johnny O'Gara (below).



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